



The Human Bond Exchange

# White Paper 2023

The First Economically Aligned Talent Marketplace



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## Introduction

Recruiting is a supply-constrained marketplace in which talent is the limiting factor, yet traditional talent platforms and recruitment agencies primarily focus on the experience and incentives of the demand side, the employers and recruiters that pay for subscriptions or 30% fees while neglecting talent. This misalignment of incentives leads to professional networks having the lowest user engagement in the social network landscape and, thereby, 80% of professional data on job boards and talent networks is stale\*. It's clear that talent acquisition could be more efficient and ripe for disruption. Bondex aims to create a superior professional network by catering to the needs of both job seekers and employers, prioritizing the experiences and incentives of users (i.e., talent), mirroring those of hiring professionals.

The Internet of Jobs (IoJ) represents a decentralized architecture that facilitates an ongoing and seamless exchange of labor for monetary compensation, operating at the convergence of Web3 and the Labor Market. This innovative framework has the potential to integrate value transfer as an inherent characteristic, reducing dependence on centralized intermediaries that possess unilateral control. By doing so, IoJ empowers the emergence of peer-to-peer labor marketplaces like Bondex

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 dependent on their jobs. Therefore, we believe that Web3 won't go mainstream until the Internet of jobs enables mass adoption. Bondex seeks to facilitate the widespread adoption of Web 3 by utilizing its technology to modernize and democratize professional networking and hiring.

Bondex's mission is to democratize access to global talent and opportunities by creating a disintermediated talent marketplace where Web 3 natives and beginners can connect to find jobs, stay informed, learn new skills, build productive relationships, and advance their careers to succeed. A distributed Web3-enabled talent network, Bondex is redefining the economic model of a professional network, engendering a new value-sharing business model. This novel approach distributes the value amongst its global talent pool and hiring companies, setting it apart from industry incumbents. This strategy effectively aligns incentives for long-term growth and more meaningful interactions.

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## 1.0 Our Values

Bondex is based on these core tenets:

- Individual Sovereignty
  - Ownership of your personal and professional data
- Democratize Recruitment
  - A level playing field to access opportunities and talent
- Value Sharing
  - The value generated is distributed amongst all the stakeholders involved in the success of the network
- Meritocracy
  - Employers, users, recruiters, and the internal team must all add value to earn value from Bondex
- Reputation
  - At Bondex, your reputation and skills are your currency
- Ethical Networking
  - Less noise, less spam, and more meaningful interactions

## **POWER TO THE USER**



## 2.0 Recruitment is not completely broken, but it sure sucks for everyone

### 2.1 The Disruption of Work

Our current approach towards work, rooted in a factory industrial model from the 1920s, is obsolete and needs to be updated. Technology advancements ushered a new era replacing the archaic high-touch search processes with streamlined, efficient online talent platform matchings, i.e., LinkedIn, Monster, Upwork, Indeed, and more. However, these platforms act as centralized intermediaries, taking an opaque cut for matchmaking while offering no upside to active network users for contributions in making those networks and companies amazingly successful. The current platforms predominantly facilitate hierarchical matchmakings, where users assume distinct roles such as talent, recruiter, or hiring manager. Thereby limiting users' potential to derive substantial financial benefits beyond what is already available within their respective roles.

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. This significant trend has prompted many individuals to leave their roles for better-suited jobs or opt out of the labor market, increasing employee turnover. Despite the 2023 financial markets turmoil, ongoing layoffs in corporate America, and fears of the looming recession, employee turnover remains high. The recent rise of AI and tools like ChatGPT have many recent studies predicting that AI can augment human capabilities and empower people to do much more. However, technological innovations require businesses and workers to learn and adapt, which can often be challenging. These ongoing trends call for investment in workforce development while fostering AI-related employment opportunities' growth. Reskilling the labor force through programs that facilitate smooth worker transitions.

Ensuring the education of the future workforce - emphasizing the importance of early and continuous preparation for students and workers to upgrade their knowledge, skills, and abilities.

The market dynamics have created a disconnect in labor supply and demand, causing sizable and ongoing unfulfilled job placements. Companies are increasingly trying to bridge these skill gaps by pivoting to nimble on-demand workforce models, and online platforms are becoming an essential tool for getting people back to work efficiently and at scale. However, many incumbent talent platforms are centralized, extract onerous value, work with static resumes, and offer little upside to their platform participants beyond matching for specific projects. A transformative restructuring of labor markets and talent fulfillment is on the horizon, and Bondex is poised to play a crucial role.

Bondex is redefining the economic model of a professional network - part-owned by its users' community that participates in the network's growth and success through tokenization. With its distributed network ecosystem, Bondex aims to reshape labor markets by incentivizing all users through tokenized rewards for adopting and vesting in the network while adding value to the platform. Users can play one or more roles: talent, introducer, recruiter, or employer, creating a peer-to-peer talent marketplace, crowdsourcing referrals, and enabling economic value participation for all users. Aligning incentives of all the participants in the exchange of talent, Bondex is promoting meritocracy, a win-win for all.



## **2.2 The current options in the search for talent:**

### **1. Recruitment Agencies**

The typical channel for senior-level or highly specialized searches, this approach outsources candidate search and initial screening to providers such as Adecco, Randstad, and Korn Ferry. This hands-on approach commands high fees, up to 20-30% of a placed candidate's first-year salary, plus tax.

### **2. Job Boards**

Career portals like Monster, Indeed, SimplyHired, and LinkedIn provide online platforms for employers to advertise job opportunities, while applicants can efficiently search for and submit applications. However, these platforms often generate a large influx of applications of varying quality, causing employers to invest significant time in sifting through candidates. Moreover, talent platforms frequently encounter the challenge of low responsiveness and engagement from applicants, primarily due to the absence of incentives beyond job-seeking or posting. In contrast, Bondex takes a different approach by offering multiple opportunities for users to benefit from its gamified platform. This unique approach is set to cultivate a highly engaged user base.

### **3. Digital Talent Marketplaces**

The increasing shift towards on-demand workforce models, which are more cost-effective than hiring full-time employees, has led companies to rely on digital talent marketplaces and freelancers to fulfill skill gaps. These digital marketplaces offer advantages such as access to global talent, transparency, efficiency, and streamlined process management. However, established platforms like Fiverr, Upwork, Toptal, and others tend to commoditize users by charging high commissions ranging from 20% to 50% of their earnings. Acting as fee brokers provisioning services, they often lack the requisite resources to support talent throughout their professional lifecycle. Additionally, these platforms often fail to

involve users meaningfully in their growth and community, and their user data access and fee policies can be restrictive and burdensome.

The aforementioned platforms focus on specific aspects of sourcing and managing talent and the professional life cycle for individuals. Work, however, is holistic. A new model is beckoned for seamless end-to-end solutions based on shared ownership and long-term value creation rather than the current value chain that is only as strong as its weakest link and focus.

## **2.3 The Problem**

Existing talent networks and their structures rely on the antiquated extractive work model, excluding talent or users from the economic gains while monopolizing their professional data. This lack of incentivization leads to low engagement and stale data, which creates inefficient hiring cycles damaging both the employers and talent.

Legacy professional networks and hiring practices fall short in the following ways:

### **Expensive**

Talent acquisition is an expensive and time-intensive pain point for every organization, in any industry and of any size

- Average staffing firm fees range from 10-30%
- Existing platforms take 3-4 weeks to provide candidates
- Studies show avg. 48 hours spent screening candidates per hire

### **Inefficient**

Users / Talent often lack compelling reasons to actively engage with platforms beyond their job search/posting, resulting in disengaged user bases, low response rates, and stale data.

- 75 - 88% of resumes received are unsuitable or stale
- The average engagement rate per post on LinkedIn in 2021 is 0.355
- The lack of engagement and responsiveness contributes to a rise in spam, resulting in talent seekers and valuable proposals getting lost in the overwhelming volume and noise.
- Gen Z and Alpha have entirely different sets of values and aspirations.

### **Unfair Profit Monopolies**

- Middlemen and aggregators retain most of the economic benefits and monopolize user data.
- Talent is submitted to opaque processes and biases.
- Even with free platforms, the user data is the product without them partaking in its monetization.
- Traditional platforms monetize user connections and networks through social graphs without sharing that information with them.

## **2.4 The Challenge is even bigger when hiring in Web 3**

Web 3, the next generation of the Internet, encompasses a diverse range of emerging technologies and fields such as Blockchain, Crypto, Metaverse, VR and AR, Defi, CeFi, SocialFi, Infrastructure, AI, Machine learning, Internet of Things, Gaming, Cybersecurity, and more. These nascent and rapidly evolving areas make it particularly difficult to find Web3 talent, creating an ideal opportunity for Bondex to establish a strong presence in the market. We view this environment as the perfect beachhead market for Bondex to modernize recruiting before expanding into other industries. As Bondex grows, it plans to expand into other sectors over time.

## WEB 3 Challenges:

- The availability of experienced talent is limited, creating a low supply in the market.
- Competition for senior talent is intense due to high demand and supply trends.
- The talent pool in Web 3 is driven by a strong sense of mission, making traditional incentives insufficient to attract and retain talent.
- Traditional recruitment channels are inadequate, as talent pools are often fragmented across platforms such as Discord or Twitter that are not specifically designed for recruitment purposes.
- There is a scarcity of quality education providers, making it challenging for individuals to know where to begin learning, thereby hindering the growth of the talent pool.
- There is a lack of service providers catering to the unique challenges faced by Web 3 companies.

## 3.0 Why use Web 3 for Talent?

The Bondex Talent Network represents a perfect use case of Web3 technology, harnessing the power of blockchain to revolutionize hiring and networking by incentivizing users and promoting democratization. Bondex aims to facilitate efficient job-talent matching, unveil a multitude of new economic opportunities, enhance career advancement, and foster a superior networking experience for all participants within the talent ecosystem. We have embraced Web3 Talent as our mission due to three key reasons:

## 1. Incentive Alignment

One of the key advantages of the Bondex Talent Network is its ability to incentivize users to actively engage in value-adding activities, leading to the growth of both the network's size and economic value.

The alignment of incentives results 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.

## 2. Ownership & Governance

At Bondex, users retain control over their data and professional history, in stark contrast to traditional platforms that view data as a commodity. Additionally, the Bondex community plays an active role in shaping the network's growth and development by actively contributing to decision-making processes.

## 3. Disintermediation & Value Sharing

On the Bondex platform, employers of any size benefit from increased transparency, accelerated hiring processes, and reduced fees.

Users and recruiters, on the other hand, can monetize their network by democratizing recruiter fees. Network participants can assume multiple roles within the Bondex network, contributing to the expansion of supply and demand and earning fees for doing so. Help build the new iteration of the internet, help people and projects flourish so we can make Web 3 a reality, the internet for the people by the people.

Blockchain networks revolutionize operations through decentralized protocols and smart contracts, introducing innovative shared ownership models. Network validation and record-keeping activities are decentralized and automated by outsourcing these tasks to network users, thereby eliminating many responsibilities of a central controlling entity. Users can become stakeholders in

the growth and success of the business through tokenized revenue-sharing mechanisms. Tokens can be paid for network participation, referrals, content creation, work, etc., a feature unique to blockchain-based businesses. The token valuation will follow the underlying business performance, creating a compelling incentive to adopt and invest in the network. Token ownership by members, freelancers, and employers also empowers them to participate in network governance.

### **3.1 The Power of Tokenization**

A tokenized professional network is the optimal solution for various reasons, with its use of tokens as paramount. These tokens enable the implementation of effective mechanisms that incentivize, reward, share, and distribute financial value among all users within the network. Additionally, it can grant governance power to stakeholders who align with its products' vision and overarching mission.

Traditional publicly traded corporations achieve financial value sharing through stock appreciations and dividend distributions. Stock/equity holders can participate in stock price appreciation and collect any disbursed cash dividends. However, to become an equity holder, one must purchase the stock in the public market, be an early private investor, or be an employee with Equity Stock Options (ESOP) grants. In these Web2 and traditional businesses, all users, suppliers, consultants, and more could be stakeholders but not equity holders; hence cannot gain any rewards or financial upside for contributions to making the business successful. In these traditional corporate structures, stakeholders receive compensation for their services, but there are no mechanisms to distribute the growing economic value among all users. Conversely, a blockchain-based business can utilize tokenomics to reward all users, ensuring that their contributions are recognized and that they share in the expanding economic value.

Bondex, a tokenized and gamified talent network, is utilizing tokenomics to reward and incentivize millions of users. Holders of the Bondex token, \$BDXN, gain

governance power (via epochal airdrops) and can accrue more governance power or financial value by locking \$BDXNs to provide liquidity and participate in high-value features. Bondex aims to reward users who add value to the network, delivering on its vision of a user-owned network while creating incentives and a compelling narrative for potential users to join.

Furthermore, as the Bondex ecosystem and social graph grow, so does the value of governance over it, accruing more value to the token and will lead to \$BDXN token appreciation.

In summary, using \$BDXN, a crucial element of the ecosystem, creates a more potent product flywheel with a competitive differentiator.

### **3.2 The Opportunity of Disrupting Talent**

Over 3.4m recruiters worldwide, both at the agencies and internal HR, generate 600bn revenue annually using antiquated platforms such as job boards and staffing agencies. Although recruiters garner significant amounts of dollars, they capture only 15% of successful hiring. The remaining 85% of hiring occurs through direct networking and referrals.

For building teams, referrals are proven to be the superior method. This is evident as approximately 70% of skilled employed individuals are not actively searching for job opportunities, yet up to 90% remain open to new possibilities. As a result, personal networks account for approximately 60% of job fulfillment worldwide.

Statistically, the best ROI source of talent is through referrals. Referrals are 4x more likely to pass through the interview and stay 8x longer than other recruitment sources, resulting in 25% more profits for the business. All the best companies in the world run great referral-based programs internally, including Google, Amazon, Goldman Sachs, and more. But because they are kept internal, building teams through direct networking can only be done at scale if you are already an established institution.

We believe that a native Web3 solution is a way forward to unlock the power of recruitment through community referrals and solve the problems in the current ecosystem, potentially disrupting the trillion-dollar recruitment and HR market.

Bondex aims to build the next-generation ecosystem that facilitates the exchange of skills for remuneration in the digitized economy. After consolidating the job market for the Web 3 industries, we will expand our innovative model into the general technology talent market and, eventually, all industries. Further streamlining the talent markets and helping to make the global labor market more efficient. In addition, Bondex Phase 2 includes expanding into additional verticals, i.e., freelancers.

Operating at the nexus of several large and fragmented markets presents a large total of the addressable market:

## 2022

[Staffing](#): \$650 billion USD

[Freelancing](#): \$5.1 billion USD

[Digital payments](#): \$58.5 billion USD

[HR Mgmt Collaboration](#): \$19.38 billion USD

The substantial TAM (Total Available Market) opportunity for Bondex is evident from these statistics. The issues we address directly impact the economic well-being of millions of individuals and numerous global corporations. As our platform and algorithms are validated, we anticipate expanding our SOM (Serviceable Obtainable Market) in the Web3 hiring market and our SAM (Serviceable Available Market) across all verticals in the Web3 hiring market. We will be uniquely positioned to deliver the organization and innovation this rapidly shifting landscape requires.



## 4.0 Meet Bondex - The Human Bond Exchange

We envision a community-driven marketplace starting with Web3 job opportunities where users can simultaneously choose to be an employer, educator, recruiter, or all of the above — and get rewarded for their efforts. Building an interface for the future of work. We are cultivating a vibrant, engaged user community in collaboration with the most influential jobs-creating entities in Web3.

Bondex is a Web3 Professional network for the future of work, focused on empowering users through innovative incentive models that will streamline the recruitment process. The network is built on a global talent pool powered by its tokenization composed of Bond Points and BDXN tokens, implementing gamification and blockchain incentives to disrupt both the demand and supply in the marketplace for talent.

Bondex is the first disintermediated talent marketplace and professional network, leveraging blockchain 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. Additionally, Bondex is implementing referral bounties as incentives to earn tokens/fiat, a unique industry-first mechanism. This transforms every network participant into a recruiter or sales agent, fostering powerful network effects within the Bondex Ecosystem while benefiting the users. By unbundling the economic aspects of the hiring process and making referral incentives/bounties accessible to all users, Bondex aims to tap into 85% of the hiring market currently dominated by direct networking and referrals.

Since our launch in August 2021, Bondex has rapidly emerged as the world's largest and fastest-growing Web3.0 professional network in terms of the user base. Our innovative model implements blockchain technology to create a new user ownership model, enhancing engagement and elevating user experience on both the demand and supply side of the talent marketplace. Users will be real stakeholders in the growth and success of the talent ecosystem through tokenized incentive mechanisms.

The Bondex Ecosystem is the first economically aligned talent marketplace. Connections, messages, referrals, credentialing, and more all have economic incentives attached to regulate and incentivize high-quality interactions. Traditional talent marketplaces have no hurdles for actions, thereby high volumes, i.e., an unqualified candidate applying to many jobs. Unfortunately, this leads to spam and low-quality interactions between market participants.

Bondex implements the concept of bonding (Depositing tokens to initiate interactions between different entities within its economy), leading to much more productive engagements. In the bonding system, users must deposit points to undertake actions, which they are liable to lose if the action is performed poorly or unsuccessfully. If successful, bonded points are returned to the user, along with additional points and rewards at the successful conclusion of the task. This design reduces noise by cutting spam and helps more thoughtful and value-adding actions.

The marketplace is owned and controlled by economically-aligned participants, who may participate in governance and capture a portion of the financial value they help create. This is in stark contrast to web2 models, where value is often extracted at the expense of participants. Bondex's novel economy design introduces a positive flywheel, where value is created and captured sustainably.

## 4.1 The Core Product and Beyond

The Bondex Products and Services are based on four pillars:

### 1. Gamification

- Increase engagement in building a professional identity, advancing a career, and networking.
- Track the value users are providing to the network.

### 2. Tokenization

- In our value distribution mechanism, users are rewarded for contributing to the network's success by partaking in the value accrued.

### 3. Referrals

- Users can refer their connections to job opportunities to earn significant fiat bounties.
- Companies get better candidates and fulfill hiring at a fraction of the cost while achieving faster recruitment processes.
- Users can also refer companies to the network to enjoy revenue sharing from their expenditures on the platform.

### 4. Education

- Education is a crucial pillar to enable professionals to upskill and train in emerging technologies and in-demand skills.

## Roadmap 1.0

As part of our Roadmap 1.0, Bondex is set to introduce crucial features into the ecosystem. Our primary focus is facilitating the matching and exchange of talent through our Mobile App and Desktop Job Portal. We have crafted this plan meticulously to foster growth and active participation, ensuring we provide the best platform for users on both the supply and demand sides of the market. We have successfully developed all the elements for an impressive core product launch, boasting a global community, a substantial user base, and 20 Beta Clients ready to engage in job matching and talent exchange. Once we achieve improved hiring cycles and empower our users, we will embark on Roadmap 2.0.

## 4.2 Mobile App

Beta

Our genesis was led by the Bondex Origin App, a Beta Mobile Application designed for user acquisition by utilizing Bond Point rewards and gamification to attain exponential consumer/user growth through network effects and virality. The app will continually upgrade and evolve into the Bondex App with its large existing user base, which will have its web equivalent and eventually offer 100% parity with all services offered under the Bondex brand.

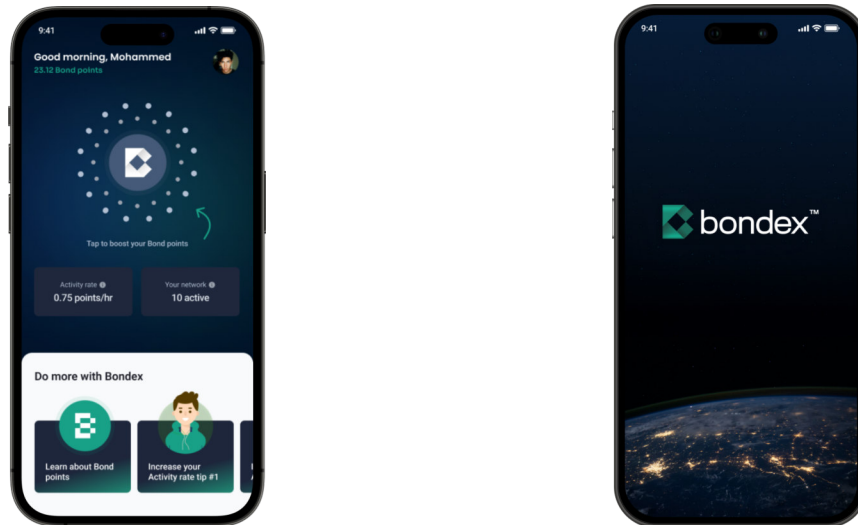
How does the Beta app work? Gamification at Work is designed for people to build their reputations, create a large community, and reward engagement

1. Download the app from Google or Apple
2. Build your profile and get a base Bondex Rating
3. Include education and work experience to boost your rating
4. Upload your resume to boost your rating
5. Invite more users to boost your rating
6. Come in daily to start your earning Cycle
7. The rating determines the rate at which you earn Bond Points

Following a successful institutional seed round in the summer of 2022, we established an internal tech team dedicated to enhancing the app design from Beta to Version 2. By gathering valuable user feedback, we significantly improved the user interface and overall experience. Additionally, we have implemented a new token design centered around the in-app premium currency model and Jobs matchings and applications into the platform. Our next step involves launching a limited number of jobs in collaboration with a handpicked group of top Web 3 companies, who will serve as our Beta clients. This exclusive cohort will closely collaborate with us, enabling us to iterate on the technology and demonstrate the superiority of our hiring cycles. Ultimately, our goal is to accelerate the commercial release of the platform.

The next step in our evolution is V3, from Beta to MVP

This version will include key networking features such as user discovery and in app-messaging, delivering on our vision of a professional networking app. The key upgrade of this release will be enabling bounty referrals for users connected to the Web-based Job Portal.



### 4.3 Web 3 Job Portal + Crowdsourcing Hiring

Desktop Job Portal

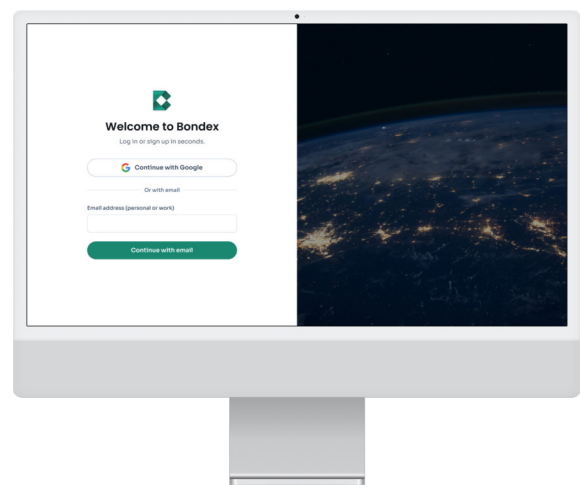
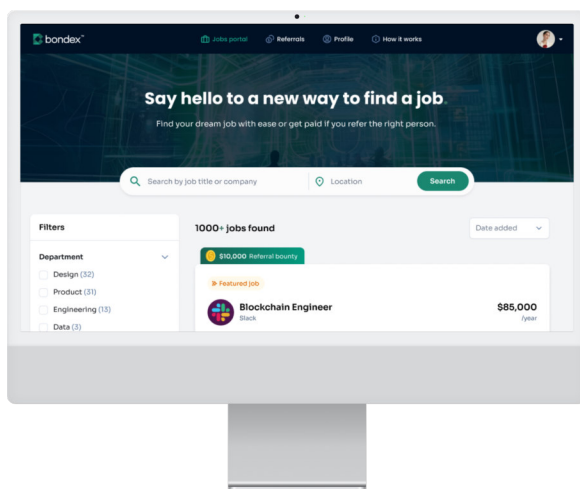
This will be our biggest product launch since the company's start, the MVP, which will commercialize the platform. Employers and recruiters will use the portal for Job listings, creating company and recruiters profiles, and enabling building candidate funnels and hiring processes.

The Bondex job portal and talent marketplace will leverage Web3 technologies, Machine Learning (ML), and an internal talent team for reviewing candidate skills and suitability against the requirements of the role, shortlisting candidates for testing and interviews, enabling vetting and verification much faster and at significantly lower costs.

## Referral Bounties

Bondex will introduce referral bounties as incentives, allowing participants to earn fiat, stablecoins, or tokens. This strategic approach ingeniously transforms each network participant into a recruiter or sales agent, thereby accelerating and creating virtuous network effects within the Bondex Ecosystem. Not only does this benefit the users, but it also turbocharges the growth and success of the platform.

The Bondex referral program operates similarly to the ones at renowned companies like Google or Amazon but with a critical difference. While traditional referral programs are limited to incentives for employees within the company, Bondex expands these incentives to millions of network participants, transforming them into recruiters. Hiring companies will post referral bounties, specifying the amount they will pay users who successfully refer the ultimately hired candidates. Users can take on the recruiter role, make a successful referral, and receive the bounty as a reward. This program not only brings qualified users to the network and adds skilled participants to the talent pool but also supercharges the network effects of Bondex. It provides an effective way to compensate and benefit all network participants. Companies benefit by acquiring high-quality candidates and achieving hiring results comparable to recruitment agencies, all at a significantly lower cost. By crowdsourcing the recruitment funnel, Bondex revolutionizes the process at a fraction of the expense associated with traditional agencies.



**Roadmap 1.0 will end when we have achieved parity between Job Portal and Mobile App, creating a full professional network based on peer-to-peer referrals and a tokenized economy**

## **5.0 The BONDEX Token Economy**

Our dual token design aims to bridge the gap between Web 2 and Web3 technologies, facilitating widespread adoption and fostering a genuine meritocracy in the exchange of talent. In essence, the Bondex talent platform is a Web 2.5 platform, combining the best features of both worlds.

We have incorporated two types of tokens into the Bondex marketplace: an off-chain token for the bonding mechanism and an on-chain token for value capture and governance.

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

1. Capture value
2. Allow users to participate in the upside and governance

**BP (Bond Points)** We have also introduced Bond Points (BP) as part of the bonding mechanisms within the marketplace. You can earn these by completing the profile, applying for jobs, referring candidates to open positions, and introducing companies. You can use them to unlock exclusive features, boost visibility when applying for jobs, make referrals, introduce companies, build a reputation, and get BDXN token airdrops.

Users must deposit Bond Points to undertake actions within the Bondex ecosystem, which are returned after initial acceptance by the platform. If the action is successful, you get additional points. However, if the action is rejected or performs poorly, you could lose deposited points. Users are assigned a rating tracked by the company's gamification system based on their value-creating activities on the platform. The higher your rating, the more rewards and paybacks you can enjoy.

## **5.1 Stakeholders & Roles**

### **Stakeholders**

The entities that are involved in or have exposure to the Bondex ecosystem

#### **Companies**

Institutions or organizations that pay onboarding fees to The Bondex to join the Network and benefit from the corporate package made available to them. Reasons for doing so include but are not limited to recruitment, social media presence, brand strategy, digitization efforts, and more.

#### **Talent/Users**

Individuals who utilize the Bondex Platform through web or mobile applications are driven by their own motivation to demonstrate varying degrees of engagement.

#### **Recruiters**

Professionals or semi-professional recruiters that use the Bondex platform in order to source, vet, match and recruit suitable candidates for open positions

#### **Investors**

Professional entities that have purchased \$BDXN tokens in private funding rounds and are subject to vesting schedules



## **\$BDXN token holders**

Any entity that holds vested or unvested \$BDXN in a custodial or non-custodial manner

## **\$BDXN Lockers**

\$BDXN token holders who lock their tokens in order to benefit from greater rewards via airdrops and access/participate in governance. They may be users or passive speculators

## **Roles**

Stakeholders within the ecosystem have the flexibility to assume various functions and positions. They can fulfill multiple roles simultaneously, as these roles are not mutually exclusive to one another.

- Job applicant
- Hirer/Employer
- Bounty sponsor
- Referee
- Connector
- \$BDXN locker
- Governance participant (must be a locker)

## 5.2 The Bondex Points

Bond points may be earned organically or purchased in-app and must be used to perform various actions due to the bonding mechanism; this entails putting up tokens as collateral to perform an action, which are promptly returned upon successful completion. In the case of poor performance or negative action, bonded points are lost.

The below table shows the actions that require bonding, as well as how ‘success’ and ‘failure’ are defined.

<b>Action</b>	<b>Success</b>	<b>Failure</b>
Job application	Basic background initial screening stage is passed	Basic background initial screening is not passed
Connection request	Request accepted	Request denied by recipient, or is unanswered for 14 days
Cold outreach message	Message accepted	Message denied by the recipient or is unanswered for 14 days
Warm outreach message (message with a recommendation from mutual connection, requires lower bond than cold message)	Message accepted	Message denied by the recipient or is unanswered for 14 days
Candidate referral	Candidate passes the screening stage	Candidate does not pass screening stage

Undertaking tests to gain credentials (provided via third party assessment provider, e.g. Hackerrank)	Test is passed	Test is failed twice, or 14 days elapsed since time of bond without passing test
Signal interest to be selected as a juror in dispute resolution court	Answer summons and confirm participation within 7 days of receiving summons	Failure to respond to summons and accept case within 7 days of notification
Voting in dispute resolution case	Vote in the majority (majority also receives slashed bond of minority)	Vote in the minority (upon which bond is slashed and distributed among majority)

Users can engage in various activities within the ecosystem, such as updating their profile, verifying credentials, inviting others to join the network, participating in events, and creating communities. These actions enable users to accumulate Bondex Points without requiring any upfront bonding. Users can enhance their reputation and increase their Bondex Points by undertaking these activities, further contributing value to the ecosystem. Importantly, these actions do not have significant consequences for other users if they perform poorly, thus eliminating the need for economic incentives tied to quality.

Additionally, users can earn badges by successfully completing actions or achieving specific milestones. These badges play a role in determining airdrop weightings for users.

Note: Please note that the behavior and incentives associated with Bond Points may be subject to change due to new or revised regulations from the Apple Store. Bondex will adapt and modify the system accordingly to ensure compliance with any regulatory requirements.

## 5.3 The \$BDXN Token

### Token Utility

\$BDXN has three main utilities:

1. Value redistribution mechanism (via airdrops to users and Bond Point exchanges) and Gamified Locking, which grants:
2. Access to governance
3. User benefits

### Revenue Streams & Value Sharing Mechanism

Revenues can be used to repurchase \$BDXN tokens from the open market and distribute them to users regularly. Initially, this distribution can occur quarterly, gradually transitioning to monthly distributions. These revenues are generated from various sources, including:

- In-app purchases
- Company subscription fees
- One-off content posting/promotion revenues
- Traffic flow & Advertising (Users choose how and if their data is monetized)
- Bounty commissions
- Tiered user subscriptions
- Other future monetization streams generated from the ecosystem

The amount of tokens a user receives is based on:

- User Rating - The user rating is determined by considering several factors outlined above
- Quality and frequency of user interactions within the network
- Amount of tokens locked (must be locked for the entire preceding epoch to qualify as an airdrop criterion)

Minimum requirements for airdrop qualification:

- Completely filled out the profile
- Uploaded resume
- Three contacts invited and registered
- Three months on the platform

These requirements and factors will continually evolve alongside the platform, fostering the development of a robust talent platform and meritocracy. In the future, additional requirements may include skill and credential validations to enhance the platform's capabilities further.

Note: It is important to highlight that locked \$BDXN tokens are not mandatory for receiving airdrops. Instead, they provide a boost, ensuring that even users who have not locked their tokens can still benefit from epochal airdrops.

- This makes the value distribution accessible to those without the ability to onboard to Web3; whether it be infrastructural or monetary.
- Any user who creates value for the network can earn \$BDXN.

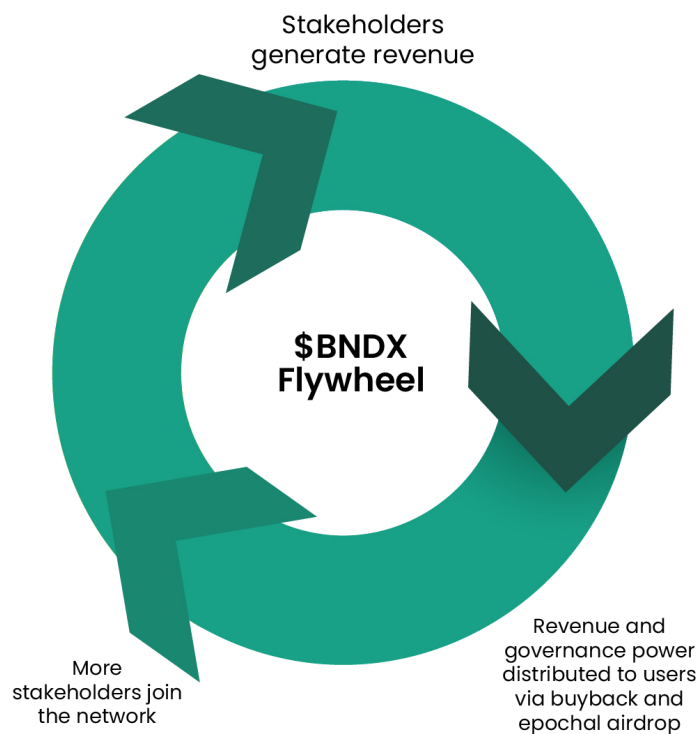
The above criteria are used to derive a 'user score,' and locked tokens add a small boost. The User Score of each user is divided by the total sum of user scores in order to determine what percentage of the epochal airdrop they are entitled to.

## 5.4 Value Accrual

The value generated in the ecosystem accrues directly to the token (\$BDXN).

Revenue is generated off-chain from various sources, which can be utilized to purchase \$BDXN tokens in the open market. The emergence of market demand for the tokens lays a solid groundwork for their strength and value. The purchased tokens are subsequently distributed to users and auto-locked. This approach not only incentivizes new users to join the platform as they can partake in its growth potential but also increases the overall value within the network and talent marketplace through a larger user base.

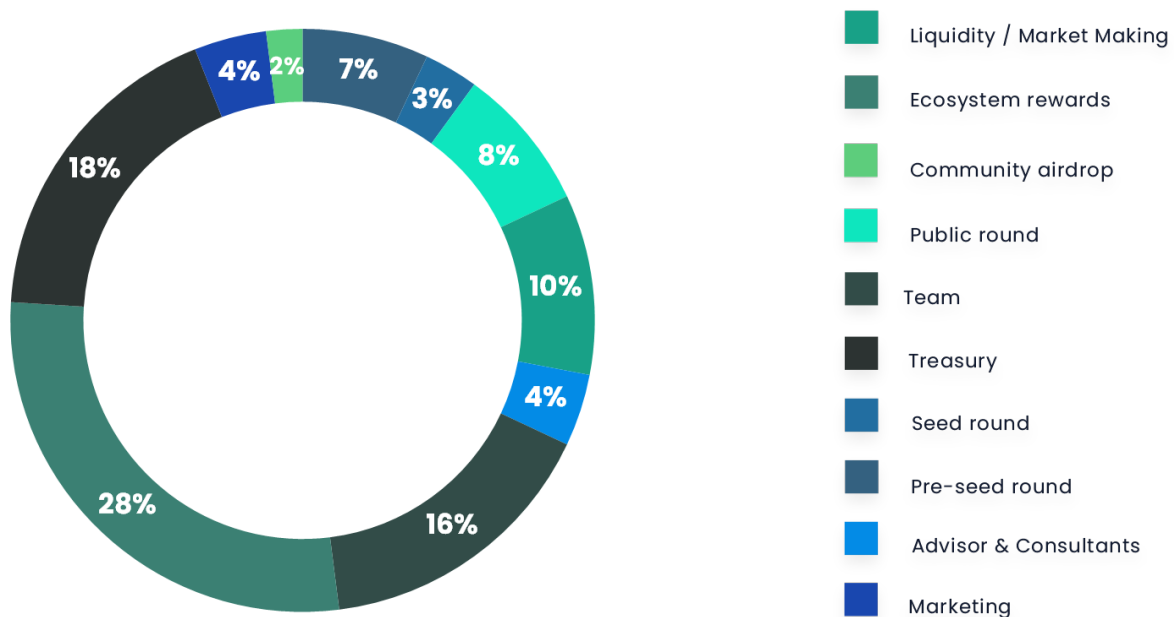
These mechanisms establish a direct correlation between the product's success and the token's success. As the platform is utilized more frequently, it generates increased revenue, leading to a greater value accumulation in the token. This, in turn, incentivizes more users to join the platform, creating a positive feedback loop within the Bondex ecosystem.



## 5.5 Token Distribution

Vesting	Tokens (m)	TGE	Cliff (months)	Vesting (months)	Percentages
Pre-seed round	70	2.5%	12	24	7.0%
Seed round	30	2.5%	12	18	3.0%
Public round	80	25.0%	1	12	8.0%
Liquidity / Market Making	100	30.0%	0	12	10.0%
Advisors & Consultants	40	0.0%	15	36	4.0%
Team	160	0.0%	15	36	16.0%
Ecosystem rewards	280	10.0%	3	38	28.0%
Treasury	180	0.0%	9	36	18.0%
Marketing	40	6.0%	0	20	4.0%
Community airdrop	20	5.0%	0	20	2.0%
<b>Total</b>	<b>1000</b>				<b>100%</b>

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# Title Bondex Product Roadmap 1.0"



## Web 2

- Released Bondex App v2
- Dual Token Design = Premium Currency + BDXN On Chain Token



## Web 2.5

- Launch Web Job Portal with Referral Bounties
- Use Bond points to refer candidates
- Earn Bond points when you make great referrals
- Get a Bondex Recruiter Score based on the quality of your referrals
- Companies can post roles with Bounty Rewards
- Earning \$ Referral Bounties when your referrals gets hired
- AI Resume Parsing and Job Matching
- Import profile from Resume • New ways to earn - Interview referral rewards, refer a recruiter, open talent invitation
- Establish user wallet connection
- Job analytics for Recruiters and Companies
- Job alerts for Recruiters and Candidates



## Web 3

- Update White Paper & Tokenomics
- Companies can pay bounties in Crypto
- Decentralized KYC for Recruiters
- Bondex Verified- User verified accounts
- Airdrop Snapshot
- \$BDXN Token Generation Event
- \$BDXN Airdrop
- On Chain User verifications
- Decentralized Governance
- Value redistribution to \$BDXN
- Resumes badges of key events
- Job Smart Contract
- On Chain tracking of key metrics. Eg. Live Bounties

July 2023

2023 Q4

2024 Phase 1

2024 Phase 2

Exchange Listings



# Beyond Roadmap 1.0

- Onchain Professional Identities
- Networking features - User Discovery and
- Messaging
- Education Marketplace
- Curated News Feed

