



GLOBAL JOBCOIN

WHITEPAPER

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GLOBAL JOBCOIN

Global Jobcoin



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

Business Cases

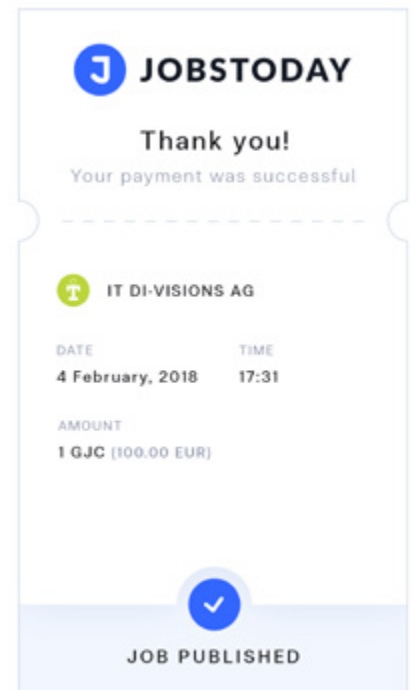


Together with our clients we have defined real world business cases. In 2018 these use cases will be integrated in to Jobstoday platforms worldwide.



Online Payment on Jobstoday Platforms

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



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

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

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

Hire



Freelancer Platform

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



Freelancer Smart Contracts

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

ICO Smart Contract Development
59 GJC/Hour

T IT DI-VISIONS AG

Milestone 1	
DATE	STATUS
31.06.2018	Completed

Milestone 2	
DATE	STATUS
31.07.2018	Completed

Funds will be released via
Smart Contract: **0x8bc79794599b1**

Release Payment

JT Jobstoday Limited

Fantastic opportunity for a Top Sales Professional



Sales Manager

Jobstoday Limited is looking for a Business Development and Sales Manager for their Job portal

Application bounty
2 Jobcoin

Recommendation bounty
1 Jobcoin



Employer Bounty

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



EXECUTIVE SUMMARY

Jobstoday Platform



Jobstoday.world

The new generation entrepreneurs Sanket Deshmukh & Lukasz Ochnik have successfully launched in 2018, an innovative & cost effective global eRecruitment Platform.

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

Problem We Are Solving

There is a big shortage of workers all over the world. There is not one single platform that can connect qualified professionals to companies all over the world. Big players in the market are dictating higher prices & small businesses cannot afford to post Jobs online.

Our Solution

Jobstoday.world - Global Job platform that every individual, start-up, small & large enterprise can afford. We are connecting global Job seekers with companies, recruitment agencies & head-hunters at 50-70% lower costs than the competition. Jobstoday is the only platform which gives 100% application guarantee to employers. Our multilingual & user-friendly interface is making

life easier for Job seekers to find their dream Jobs all over the world.



Target Market

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

Target Clients

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

Funding

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

Vision



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

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

Strategy

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

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



COMPANY SUMMARY

Company Summary



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

Current Status

- The company is registered in commercial registry of Ireland as Limited Company since February 2018.
- Company headquarter is located in Cork, Ireland.
- The brand Jobstoday is already protected by trademark in Switzerland & in the European Union.
- The company has required licenses to operate recruitment platforms in Europe.
- Company has experienced & talented employees since 2014.
- Platform is already launched & profitable.
- Jobstoday has already more than 1,000,000 (1 Million) users registered from over 90 countries.

Management Team



Sanket Deshmukh - Founder & Director

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



Lukasz Ochnik - Founder & Director

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

Talented Team Members



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



Roberto Duran

Project Manager & Database Administrator

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



Jorge Mendoza

Senior System Administrator & Security Expert

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



Anna Shapovalova

UX Designer & Front-end Developer



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



Carlos Ortiz

Software Architect & Full Stack Developer

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



Bismary Mustelier

Head of Quality Assurance

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



Alicja Gazda

Marketing Manager

Alicja has developed a very cost-effective marketing strategy

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



Inga Nosek

European Sales Manager

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



JOBSTODAY PRODUCT

Jobstoday Product



Jobstoday offers a modern multilingual recruitment platform for its customers. The platform is available online in responsive design. It will be available as an Independent Smart Phone & Tablet Application in the future. It will be available in following additional languages: German, French, Italian, Spanish, Portuguese, Polish & Russian.

Product Features



Retail Job Publishing

Companies are able to post Jobs in HTML, PDF or URL format.



Individual Job Packages

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

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



Training & Course Advertising

Training Institutes can offer & advertise various courses on Jobstoday platform. They will be able to target candidates, various companies & offer professional trainings.



Employer Branding

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



Apprenticeship Publishing

Companies will be able to post apprenticeship Jobs for free. Applicants need to register to apply for apprenticeship Jobs.



Freelancers

Freelancers & Contractors can register on the platform for free. They can search, apply for contracts & upload their portfolio on the site.

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



Candidate Database Access

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



Payment With Jobcoin

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

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



Employer Bounty in Jobcoins

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



Freelancer Payments in Jobcoins

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

Unique Features



First Job Platform in The World on Blockchain

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



International Job Platform

Candidates can apply with a single resume in available countries.



Responsive User-Friendly Interface

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



Multilingual Interface

Complete platform interface will be available in 8 languages: English, German, French, Spanish, Italian, Polish, Portuguese & Russian.



Multiple Resumes

Candidates can create & maintain multiple resumes in different languages.



Social Media Marketing

Marketing on all leading social media platforms in every country.



Social Media Sharing

Every Job is shared on all leading social media platforms.



Social Media Recruitment

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



Google Adwords

AdWords campaigning for every advertised Jobs.



Banner & Email Marketing

Companies can advertise their brand using banner & email marketing.



Interactive Blogs

Informative & interactive blogs about Jobs & everything.





ONLINE RECRUITMENT MARKET

Market Overview



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

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

Market Analysis



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

Market Position

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



FOR A GOOD CAUSE

For a Good Cause



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



Our Charity Work

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

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



Scholarships

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



OUR PROMISE & COMMITMENT

Our Promise & Commitment



We have founded & grown our business in Switzerland with complete transparency & integrity since 2014. Our products & services excel the expected Swiss quality. In the past 4 years, we have built great relationship with our clients & provided them with innovative solutions to their problems.

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



LEGAL

General Information



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

Anyone holding the Global Jobcoin tokens confirms that she/he has reviewed this white paper & fully understands the risks, costs & benefits associated with the purchase of these tokens.

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