

- **YINC PUTS YOU IN CONTROL
OF THE SERVICE-TO-HIRE-INDUSTRY**

****PLEASE TAKE NOTICE****

The purpose of this document is exclusively to inform the general public about the YINC platform and its usage of Blockchain technology for various benefits to consumers and vendors.

The following document is intended for general informational purposes only and should not be relied upon as financial, legal, or tax advice.

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You're IN Control

Introduction

YINC's mission is to put **You IN Control** when hiring a vendor online.

If you need to hire a vendor online today, there are more or less two ways to go about it. You can either use one of the directory services, like Google, Yelp, and Angie's List, or you can use one of the niche apps like Homeadvisor, Taskrabbit, Upwork, etc. However, if you have an important job to complete, whether you need to remodel your home or find a photographer for your wedding, you're probably going to ask friend, a family member, someone you know.

But why is that? Simply put, you cannot trust the reviews you see online today. It's easier than ever for vendors to give themselves good reviews. They can have their friends or hire third parties to leave good reviews, and even downrate their competitors! And that's not all, if they get bad reviews, they can actually pay to remove or hide those bad reviews! So the online market is flooded with fake and altered reviews. That's why, when it comes to us needing to hire a vendor for an important job, most of us don't go online at all.

YINC leverages blockchain technology to solve these issues and create authentic trust online. The **YINC solution** offers consumers competitive pricing, along with authentic, tamper-proof reviews and direct vendor Referencers.

Every review on **YINC** is tied to a completed and paid for job, and from an actual customer - not a vendor trying to hire and rate himself. And once the review is submitted, it is automatically stored on the blockchain, so they can never be tampered with it or altered by anyone, not even YINC!

This also creates what we call "vendor meritocracy". Vendors on **YINC** literally have to put their work where their mouths are, because they won't be able pay for fake reviews or remove bad ones. That means, vendors will only get jobs based on their actual work and the services they provide.

The YINC solution also benefits the commercial real estate market. Commercial properties frequently need to hire vendors for new and recurring jobs and the systems they currently use to manage their properties offer poor tenant communication and lack any sort of vendor bidding process. YINC's commercial platforms was designed alongside several major firms and we have already procured signed commitments from over 30 RE firms, who manage over \$10B of RE globally, to use YINC for all their jobs post-ico.

Problem

The development of **YINC** was started to solve a variety of issues in the consumer-facing vendor market. Among the most important are:

1) Reviews Cannot Be Trusted:

a. Fake Reviews: Whether they are good ones or bad ones, research shows that the majority of all online reviews are fake. Service providers can artificially inflate their overall ratings by rating and hiring themselves or having marketing companies do so.

b. Manipulated Reviews: Vendors can pay 3rd parties (often the platforms themselves) to delete or bury their negative reviews!

c. Lack of Motivation: Most people don't review at all. Studies show that less than 10 percent of every transaction participates in some rating. And even those that do review, they tend to only do so when something goes wrong. So if you see something with a lot of reviews, you have to ask yourself, either all of these are fake, or there's something terribly wrong.

2. Platform Fragmentation: In the service vendor industry alone, there are hundreds of companies claiming to be the best platform to help you get the job done. The process of finding the right provider for the right job is hard. They each may have good solutions for different parts of the process, but none of them come full circle.

3. A Plethora of Providers: Platforms can list thousands of similar service providers within the same location. How can consumers make the right decision of who to contact when there are so many options to choose from and all of them present similar ratings and reviews?

4. Lack of Competitive Pricing: While current platforms may make it easy to submit a bid, they don't create competition among the vendors while bidding for the job. Creating competitive urgency helps drive down the cost for the consumer.

5. Time Consuming: Comparing vendors and quotes can be quite time-consuming. How many consumers know what the fair price for their service truly is? A lack of competitive pricing knowledge means most people end up choosing a subpar vendor and overpaying for a specific service.

6. Hidden Fees: Many of these third party sites charge insanely high service and advertising fees that are not that transparent. These "fees" end up getting passed onto the consumer.

7. No Meritocracy: No matter how good they are, service providers who can't pay to be featured are at a severe disadvantage. For consumers, this means hiring service providers who have the most expertise in appearing at the top of the ranks as opposed to the most expertise required to get the job done.

For this and other facts about online reviews see <https://www.vendasta.com/blog/50-stats-you-need-to-know-about-online-reviews> <https://sellercentral.amazon.com/forums/t/what-percentage-of-customers-usually-leave-feedback/188958/2>

• YINC's Solution

YINC is a **Dapp (Decentralized Application)** that leverages blockchain technology to transform the service-to-hire industry for consumers and real estate management companies, offering competitive pricing with authentic reviews, and direct vendor 'Referencers'.

The **YINC** team realized that blockchain technology can solve many of the problems plaguing today's services industry and platforms listed above. By leveraging the power of the blockchain and offering smart contracts between participants, **YINC** can develop a more modern ecosystem for the future of the services industry. All of this while adding added value and a significant benefits to both consumers and vendors through a list of well thought through features.

• Enhanced Competitive Bidding

YINC has developed a methodology which will create an enhanced competitive urgency amongst vendors when bidding for a job. In doing so, consumers receive more timely responses, honest feedback, and competitive estimates. In other words, they save money through competitive pricing.

Below are three (3) real-life scenarios in which the YINC system added value to both customers and vendors during the initial test period: This assumption has been tested extensively by the team in real-life scenarios, in New York and New Jersey, during the years 2016 and 2017. We did this extensive testing to ensure the viability of our proprietary system before introducing the cryptocurrency element. By taking the time to build and fortify the foundation of YINC's system we are able to mitigate any inherent risk associated with the addition of a **YINC token**.

Example 1: A Typical Consumer Lead

A consumer was looking to hire a company to move a treadmill from one house to another in Brooklyn NY. After creating a job lead with YINC, he got responses from three local movers. The results included the following quotes: \$350, \$290, and \$250. In allowing the customer to choose between three competitive bids on one platform, YINC saved the consumer \$100 and his time on this project.

Example 2: It's Also About Transparency

A consumer was experiencing an unknown bug issue and needed an exterminator to diagnose and solve the problem. He created a job lead on YINC and included pictures of the bugs. Three vendors replied stating that the customer had bed bugs and that the service to both test for and remove those bed bugs would cost between \$1-3k (based on the size of the house). Another vendor, however, responded that the bugs in question were not bed bugs. He said all the consumer had to do was buy a \$15 over-the-counter spray and that he didn't need a professional exterminator to solve the problem.

When the customer asked the vendor to explain why he came to a different conclusion than the other exterminators, he used online photos to show the customer the differences between bed bugs and the bugs they had. He also stated that any professional exterminator would know the difference between bedbugs and the customer's infestation as soon as they saw the pictures.

He also said, in the other exterminators' defense, that it is always a good idea to do the whole bed bug procedure because you never know if you have dormant bed bugs. Bottom line, we saved the consumer a few thousand dollars. If he or anyone else he knows ever does have bed bugs, who do you think he is going to call?

Example 3: A Commercial Lead

A real estate management company was in need of power washing services for three commercial properties in New Jersey. After creating a job lead with **YINC**, they got five bids: \$10.5k, \$18k, \$49k, \$65k and \$88k. Upon further analysis, it was revealed that the main difference between the lower and higher bids was the inclusion of a 'lift machine' in the more expensive quotes (machine that lifts you up and down the outside of the building). After reaching out to the lower bids, the customer learned that their job was small enough that no lift machine was required.

True Review technology featuring integrity, reliability and easy validation
(Patent Pending)

Current reviews and reference logs living on centralized service provider platforms exist in databases which are controlled by the companies and are known to be manipulated for monetary gain. Linking reviews to transactions through a blockchain guarantees that any review, rating or reference procured are transparent & tamper-proof. Because each completed transaction on the YINC platform must include the **YINC Token**, no case can exist in which a provider gets a rating for a service not provided and vice versa. YINC uses the blockchain technology as a mechanism to create an ecosystem of tamper-proof ratings.

To do this, **YINC** will store all transactions that take place using a Smart Escrow Service. Only when a job is completed, marked by the release of the funds in escrow, will both the consumer and vendor be able to leave a review. YINC will incentivise the consumers to leave a reviews by rewarding the reviewers 10% of YINC's service fee on that job (which will oscillate between 10% and 15% depending on the use case). The YINC tokens will then link that review to the actual transaction and the review will then be stored on the blockchain.

YINC's token and review process also eliminates the possibility of review deletion, distortion, and forgery. Therefore, it significantly reduces the risk of getting hoodwinked and increases the opportunities for quality vendors to be rated fairly and timely.

Because all the information is decentralized, even YINC cannot manipulate the ratings.

Once the review is linked to the job and stored in the blockchain, it becomes available for public audit. Consumers can be confident that a vendor actually has the experience they claim and the capacity to complete a job successfully. Vendors can feel confident that they are immune to fake reviews and that the consumers they work with are trustworthy with no history of bad behaviors.

YINC's review process mitigates the possibility for vendors to create fake reviews for themselves, have friends or hire third parties to rate them. However, there is still a very slight chance that a vendor will create a lead and somehow get invited to bid on his/her own job request and then leave themselves a fake review which will be stored on the blockchain. For this reason, **YINC** has incorporated several additional features for authenticating reviews.

All reviews made on **YINC** are stored on the blockchain and will be fully accessible to the public. However, on the **YINC Dapp** itself, each review will also have a “verified” or “unverified” tag next to it, along with an explanation of why, thereby alerting the user if we think certain reviews may be fake, while not altering or removing the review itself, so people can make their own decisions.

There are two general requirements for reviews to go from being labeled as “unverified” to “verified”:

For consumers: until a consumer leaves a review on a job in two different job categories (ie, plumbing and photography) each review they leave will be tagged as “unverified”.

For vendors: until a vendor receives a review from at least three (3) different consumers, their reviews will remain unverified.

In addition to this, YINC’s system will automatically recognize any unusual behaviour, and if it does, the user’s account will go under review. If the account is determined to be fake or manipulated, any reviews left by them will be flagged along with an explanation. This way, future consumers can decide whether or not to rely on the review.

• Direct vendor “Referencer” Community

The majority of people today prefer to talk to someone before making big decisions, especially when it comes to hiring a vendor for an important job. Most people tend to call friends, family members, colleagues and even post on their local facebook groups in order to talk to someone and get advice and references.

YINC’s Referencer program creates a community of direct vendor Referencers, who’ve all actually hired the vendors before on **YINC**, and these Referencers are all available to be contacted by future consumers to talk about their experience working with the vendors and help them make more informed decisions when choosing the vendor to hire.

After a consumer leaves a review for a completed job on **YINC**, they will have the option of becoming a “Referencer” for the vendor they hired. Future consumers can pay to contact them and ask about their experience working with the vendor. The Referencer can choose how much they would like to charge to be contacted (e.g. \$1, \$3, or \$5 per call), and they are contacted via Voip and in app messaging, so their personal information is always protected.

By connecting YINC’s competitive bidding platform and its authentic tamper proof reviews with the direct vendor Referencer community, **YINC** truly innovates the service-to-hire space in a way that has not been seen yet before.

• YINC Smart Escrow

Book & pay for services with the power and security of cryptocurrency.

The **YINC Smart Escrow** is used to manage the flow of money between consumers and service providers and also store links and hashes of any terms and processes so that they cannot be changed later. It also allows for a guarantee of the consumer to pay for a job well done, and for the provider to be paid for its time and efforts.

How does this work? All **YINC** transactions between consumers and service providers occur with YINC Tokens. Funds uploaded to the escrow service are immediately exchanged for YINC tokens and allocated to the job based on terms set by both parties before any work begins. The YINC platform offers a flexibility for the parties to decide on specific terms.

To be more specific, here are some of the details of the smart escrow mechanisms:

Deposits: The service provider can specify that a certain amount of the job is paid upfront, with the rest held in escrow.

Goal Payments: The provider can break the job into smaller parts which can be paid incrementally. The provider can also set the goals themselves, which can execute payments on request or be time-based. After each payment, the smart contract holds the next goal payment in escrow.

Recurring Payments: The smart contract can also handle recurring payments for ongoing jobs. Every transaction will require a request and explanation to be sent to the user and will not be implemented until the consumer agrees.

By offering this smart escrow service, YINC can also help consumers and vendors when a dispute arises.

• Dispute Resolution

In cases of disputes, the escrow service is set up to encourage negotiation and solutions. In this case, the smart contract will hold the **YINC** tokens but opens up an avenue for both parties to take recourse against each other via inbuilt features along with the ability to amend or dispute issues arising from the invoice.

If the negotiations between parties prove fruitless, either party can request arbitration through the **YINC** platform. The funds to cover these costs are taken from the smart escrow smart contract.

Ultimately, **YINC** aims to promote peer-to-peer dispute resolution and allows mediator providers from the YINC platform to assist in the dispute resolution process and arbitrate on issues arising from a job.

As far as both parties are concerned, they are merely requesting mediation from **YINC**. However, to avoid becoming a third party vendor, **YINC** uses its platform to create a new lead and hires a mediator provider through its system.

The mediation job request will go out to mediators that are vendors on the **YINC** database who will then be able to bid on the job. **YINC** will present the mediators bidding on the job to both parties. Both parties will have the ability to refuse the proposed mediators for a maximum of two rounds. If a decision hasn't been made after the second round, **YINC** will step in and choose on both parties behalf. After both parties agree on a mediator, they also agree to be bound by any decision made. **YINC** creates a smart escrow to pay the mediator. The funds to cover that cost will be taken from the escrow contract along with a non-refundable fee. The cost will depend on the winning bid for the mediation service.

• The YINC Token



Authentic, Tamper-Proof Reviews

The YINC Token is used to verify that each review is tied to an authentic and completed transaction, and is then used to store the review on the blockchain so that it can not be altered or removed.



Discounts for Users and Holders

Consumers and vendors can get back 50% of YINC's vendor fee on the job by paying the fee portion using YINC tokens, and they can also save an additional 20% by holding YINC tokens.



Downside Protection on Token Price

Token holders will have downside protection in the form of a value floor of the token price at the time of ICO, when paying for services on the YINC platform.



Rewards for Reviews and References

YINC Tokens reward users for providing reviews upon completing a transaction. Reviewers are then further incentivized to become referencers by being paid with tokens each time they are contracted.

• Paying With Tokens

In order to verify transactions and store reviews that are unalterable, we need to link each completed job to a review, and then store it on the blockchain. This is made possible through the use of the YINC token.

The best thing about our platform is that you don't actually have to know anything about tokens or how blockchains work. We've designed the process so that consumers can pay for the job fully in fiat (regular money), and we will simply convert the YINC fee portion of the job into tokens on the backend on their behalf, so that we can link the transaction and subsequent review to the blockchain.

However, in order to incentivize use of the YINC token, there are various discounts and perks that users get by using the app. It's a lot like airline miles. Not everybody knows what airline miles are, and not everybody has them. You don't need them to actually book a flight. But a large percentage of travelers end up learning about them and purchasing them because it ends up making their flights both cheaper and easier.

Using the YINC token gives users several benefits. First of all, users are incentivized to leave reviews by getting rewarded 10% of the YINC fee portion of the job. So even if a user pays for the initial job using fiat, they are still rewarded with the YINC tokens which can be used to pay and get discounts on future jobs. Think credit cards and airline miles.

Users can also get 50% off the YINC fee portion of the job if they pay the fee portion in YINC tokens. For example, let's say you have a \$1000 job, and the fee on the job was \$100. If you choose to pay the fee in YINC tokens, you would only be paying \$50 worth of YINC tokens instead of \$100, thereby saving you 50% of the cost on the fee. Lastly, both vendors and consumers receive an additional 20% off each for holding a certain minimum balance of YINC tokens throughout the duration of the job.

In other words, if everyone uses all the YINC token incentives, our fee portion actually goes down to zero. And we're totally fine with that. The entire point of having an ICO and having token model is to create a system where all our incentives are aligned in order to create a platform that is as honest and efficient as possible for all the parties.

So, if everyone is using the YINC tokens, we don't need to take a fee because it's everyone's use of the token that makes the platform and the token itself so valuable.

DOWNSIDE PROTECTION ON TOKEN PRICE

YINC will protect early token holders against potential downside risks from secondary markets with a value floor of the token price at the time of ICO. Should the token ever drop below its ICO sale price, YINC will continue to honor its original token value for its in-app fees.

Situation:

Let's say the public ICO price is \$1 and David hires a vendor on YINC to remodel his kitchen and YINC's fee on the job is \$200. If David chooses to pay the fee portion of the job with YINC Tokens, he will receive 50% off the fee, so he saves \$100. Below are two detailed examples, one with the downside protection in play, and one without:

Example #1:

If the market price of the token at the time of the job is \$1 (or higher), meaning the price did not go below the price at the time of ICO, then the fee portion of the job would be 200 YINC tokens. So by choosing to pay the fee portion with YINC tokens, David receives the 50% discount, and only has to pay 100 YINC tokens (\$100 worth) and he saves \$100.

Example #2: (Downside Protection)

If the market price of the token at the time of the job is \$0.50, then the fee portion of the job would technically be equivalent to 400 YINC tokens (\$200 fee) and if David chooses to pay the fee portion with YINC tokens, he will receive 50% discount and only need to pay 200 YINC tokens (\$100 worth).

However, being that the token price (\$0.50) is below the price at the time of ICO (\$1), the downside protection kicks in and David's tokens would still be valued at the price of ICO. Meaning, if David pays the fee portion with YINC tokens, instead of just needing to pay 200 tokens (\$100 worth), which is 50% off the fee, David will only have to pay 100 YINC tokens (\$50 worth) and ends up receiving 75% off the fee!

● YINC For Real Estate

The **YINC** platform doesn't just solve the problems consumers face when hiring vendors online, it also solves major issues commercial real estate managers have as well.

Property owners and managers have service needs just like consumers do, but on steroids. They have portfolios with many properties and tenants that require constant maintenance and construction jobs as well as odd jobs. Most firms spend a lot more time managing their tenants jobs then they need to and they tend to overpay by using the same vendors they always hire due of the lack of trust with online reviews.

The real estate market is not known for upgrading technology very often, so even if you have a great solution to an industry problem it is still very hard to get it adopted by the real estate firms.

Larger firms generally use systems such as Yardi, Appfolio and MRI, to help them manage all their properties and tenants. These systems cover everything from accounting to leases and rent rolls, and everything else, but the major component that these systems are lacking, is the way that they manage the services and handle tenant communications.

To start off, some buildings offer their tenants a system with which they can use to submit their service requests, but these systems are not very user-friendly and there is no incentive for the tenants to use them. Most tenants just end up calling, emailing or even going directly to the management office whenever they need a service done.

YINC's system is not only designed to be easy-to-use, but tenants will actually get paid to rate the vendors that the managers hire! And they can also use the same system for jobs that the management is not responsible, like if they want to hire a web designer or someone to walk their dog. So there are a lot of benefits for the tenants to use the system.

But most importantly, for real estate firms, it's all about NOI (net operating income), saving money! And roughly 7% of revenue goes to services, but because there's a lack of trust with online reviews, most managers stick to using the same vendors they always use instead of bidding them out online, and end up spending much more than they need to. This is why **YINC's** blockchain powered authentic reviews are pivotal for the commercial real estate market.

We also understand that it is very hard and time consuming for real estate firms to adopt to new technology, so we strategically designed the features for the commercial platform, together with our real estate partners who own and manage over \$10B of real estate globally, to work in tandem with the management systems they currently use.

YINC commercial was also designed to work for firms of all types and sizes. Whether you manage commercial or residential properties or even nursing homes, **YINC commercial** will help you save time and money, all while helping you offer your tenants a much better customer experience.

As of the writing of this white paper we have already procured signed commitments from over a 30 real estate firms to use **YINC** for all their services need post-ICO.

Added Features For YINC Commercial Real Estate :



For Single or Multi-Property Firms



In-House and Preferred Vendors



Better Tenant Customer Service

For single or multi-property firms: Strategically designed for firms of any kind, type or size, including commercial, residential and nursing home properties, and for firms who use systems like Yardi and Appfolio, as well as those who don't use any system at all.

One system that does it all: Property owners will have the added ability to use the same system for jobs they want to bid out to **YINC vendors**, as well as jobs that their own in-house or preferred vendors can handle. This includes small tasks their building manager or super can complete.

Better tenant customer service: **YINC** designed a tenant management tool which tenants will use to make requests to the manager for repairs or services. This uses the same system that the manager uses to send the request out to bid.

Transparency: The Yinc Job “Listory”

Linking each job to a transaction on the blockchain creates a transparent, trustful and verifiable record based on location, time and the job performed. This will be supported by smart contracts that contain various log records. For **YINC**, this is a fascinating and essential development for two reasons:

- It improves how we match qualified vendors to consumer job requests for competitive bidding.
- It creates an unalterable history, or Listory, of work done at a location and time period along with what type of work was done and by whom.

This “Listory” has several use cases:

- Buying Properties

A vendor working on a job at a certain address can look up the Listory of all the relevant jobs that came before, and track all the previous work that has been done at a property. This information can then be shared with prospective buyers or renters. It can also be used by managers in order to assess work that needs to be done. And because it's on the blockchain, everyone knows it's accurate and timeless.

- Managers of properties can use the same Listory to confirm that whatever work was done is authentic, and that maintenance has been performed according to the standards. **It revolutionizes the inspection and audit process.**

A vendor working on a job at a certain address can look up the Listory of all the relevant jobs that came before, and track all the previous work that has been done at a property. This information can then be shared with prospective buyers or renters. It can also be used by managers in order to assess work that needs to be done. And because it's on the blockchain, everyone knows it's accurate and timeless.

- Contract Records

It can also be used to list agreements between consumers and vendors.

Business Model & Pricing

In order to eliminate barriers of entry for both vendors and consumers, YINC will have no membership fees or sign up costs. YINC's revenue will be generated through a commission based on the value of the service provided and charge for extra services in the future.

The pricing model for the commission will be the following:

\$0-\$1000	15% commission
\$1001-\$3000	14%
\$3001-\$5000	13%
\$5001-\$7000	12%
\$7001-\$10,000	11%
>\$10001	10%

For larger jobs, the commission value will be determined on an ad hoc basis.

Here is how pricing would work in a real-life example:

Step1 - A consumer books a provider for \$1000 and sends YINC Tokens to a smart contract. Immediately an equivalent \$1000 from the store-of-value base is collected by the smart escrow service.

Step 3 - The consumer releases the payment.

Step 4 - The provider is paid \$850 (\$150 have been taken in commission).

Step 5 - If the consumer leaves a review, YINC will reward them with a \$15 payment in YINC token (10% of YINC's fee).

Step 6 (Optional) - Consumer can elect to become a Referencer and get paid for future consumers to contact them regarding a vendor.

Future Source Of Revenues:

- 1.) Smart Contract Escrow Service: YINC will earn a service fee from funds held in escrow released upon job completion.
- 2.) Concierge Services: Offering a turnkey solution to consumers request in the YINC Commercial platform
- 3.) Specific Premium Features on the platform
- 4.) Turnkey Partnerships revolving around the YINC rating system and Listory.
- 5.) SAAS Model: YINC plans to charge property owners a monthly subscription based on the size of properties and number of units they have on the platform.

● Savings

By removing the possibility of third party review interventions, YINC also eliminates the need for a third party to manage reviews, significantly removing overhead costs for both consumers and vendors. The element of trust created by the YINC platform reduces costs.

● The Platform

The YINC platform is a fully featured service provider marketplace of strictly peer-to-peer services that will consist of an iOS, Android, and a web platform.

The YINC Platform includes built-in chat, VoIP, alerts, smart escrow payment service, proprietary bidding software, quotes, direct booking and detailed pricing management, blockchained reviews, references capabilities and more. YINC supports most peer-to-peer service providers with an emphasis on consumer and smart contractors. Users help curate and verify new service providers with reviews, and get rewarded for it with YINC Tokens. YINC is suitable for a vast array of different services from licensed professional services to freelancers.

● The YINC Wallet

The YINC Wallet will be a modular open-source wallet that allows users to store tokens locally.

YINC will also hold user tokens and the private keys to the tokens, as it can also be used as a deposit-taking service.

YINC will facilitate fiat payments using a licensed third party. Integration of fiat payments into the YINC ecosystem proposed in this white paper will require further licensing and regulatory approval, through YINC, or through a third party.

• THE USER EXPERIENCE

STEP I: JOB CREATION & ESCROW PAYMENT

1. A consumer creates a job request.

a.) A consumer creates a new job request with three simple steps including job category, description, location (City and State or Zip) and other optional milestones.

b.) Once submitted, **YINC** instantly invites a number of vendors to bid on the job. This process is based on a proprietary **YINC** algorithm, with the goal of getting the consumer three to six bidders in a timely manner.

2. Vendors bid on the job.

Vendors who are invited to bid can view the job description and decide whether or not they want to participate and bid for the job.

Vendors can see who else, if anyone, is bidding, but not what they say, creating a competitive urgency when they respond.

Bidding vendors chat directly with the consumer on a private chat and can discuss their proposal for price, deadlines and other terms.

For vendors, the immediate benefit is the quick expansion of more bidding options in a mutually-beneficial ecosystem where vendors have equal access to ratings.

So, for example: If a vendor sees ten plumbers responding to a job, they are probably not going to waste their time. Whereas, If they see a job with only one or two others bidding, then they are more likely to respond and they are also likelier to offer more competitive quotes.

3. The consumer chooses vendor.

The consumer chooses the vendor of their choice, and an agreement is made between the consumer and the vendor.

4. Consumer publishes the agreement to the blockchain.

Consumer publishes a transaction on the Ethereum blockchain from their **YINC Wallet** to the smart escrow account.

Tokens uploaded to the smart escrow are automatically exchanged for fiat.

5. Service Provider is notified that payment has been received in the smart escrow account

STEP II: JOB COMPLETIONS & PAYMENTS

One job may be divided into several goals. Each goal has its own deadline. A certain percentage of the total fee for the job is allocated upon each completion of each goal.

A goal of the job or the job itself is completed when both consumer and vendor agree.

- 1.) Consumer marks job as done which confirms that the job is complete.
- 2.) Service Provider marks job as complete.
- 3.) Payment is sent to Service Provider while processing the transaction. This double verification assures us that the job was completed through YINC and eliminates the possibility of fake accounts and reviews.
- 4.) If this was the last goal, an event is published in the blockchain that marks the job as complete and creates a "Listory" of it.

STEP III: REVIEWS & REFERENCERS

1.) Consumer & Vendor Reviews

a.) Only after a job is completed (or failed to complete) may a customer write a review for the service provider.

b.) Reviewer receives YINC Token award for writing the review.

c.) Linked to the job-contract and the parties involved, the review is published to the community blockchain and viewable by everyone. Service providers may also write a review for the consumer of which the same rules apply.

What if the vendor disputes the review?

Once on the blockchain, everything is permanent and visible to the public. Disputes and changes are simply recorded to the blockchain as well. The entire conversation back and forth between the vendor and the consumer would be made visible to everyone. Consumers would see both the original review and any subsequent disputes and or amendments.

2. "Referencers":

The consumer can earn additional tokens by agreeing to become a Referencer for their review, whether good or bad.

a.) The job is marked completed via the steps above.

b.) Consumer marks box agreeing to be a Referencer for their review.

c.) Future consumers can pay that user to contact them to inquire about their experience and make informed decisions when choosing a vendor.

• The Advantages of Tying Reviews to YINC Token Blockchain Transactions

- 1. TRUST:** Eliminates review fraud by ensuring that reviews are authentic and from consumers who completed actual transactions and then stored on the blockchain. Consumers can now find a service provider based on the work they do instead of their dollars spent on fake reviews and manipulating the system.
- 2. SAVINGS:** Eliminates the need for middlemen, which cost providers money through fees that eventually get passed onto the consumer.
- 3. MERITOCRACY:** Providers with good reviews will see more exposure and therefore get more work. Good providers will see high demand and can afford to start charging higher rates.
- 4. LISTORY:** Tying each job with a transaction also provides the kind of historical data for a property, as well as maintenance records which are also saved to the blockchain.
- 5. SECURITY:** **YINC smart escrow** guarantees job completion and payment to vendors and disseminating payment and rewards for incentivized network effects.
- 6. PEER-TO-PEER:** The blockchain allows for safe use of peer-to-peer transactions such as paying for Referencers on a vendor or consumer without interferences.
- 7. ADOPTION:** Being able to pay trusted service providers through blockchain transactions will accelerate the mainstream adoption of cryptocurrencies into the real world.
- 8. SELF PERPETUATING GROWTH:** The more vendors participating in the platform, the more quality reviews there are to write, which in turn will stimulate more consumers to join. When consumers find vendors they can trust and earn instantly valuable incentives for ratings, they become more enthusiastic to re-engage. As the number of consumers involved in the system increases, the vendor acquisition will increase even more quickly.

• COMPETITION

The competition for **YINC** can be divided into Centralized and Decentralized solutions.

1. Centralized Competitors :

Centralized competitors follow the old format of centralized data. We can distinguish those competitors between the traditional players such as directory services to more refined platforms and niche providers.

a.) Centralized Directory Services

In today's market, the principal leaders in the services industry are companies such as **Google**, **Yelp**, **Yellow Pages** and **Angie's List**. These competitors all fall under the directory services category.

b.) Centralized Niche Providers

The market also has several other smaller players such as **Thumbtack**, **Home Advisor**, **TaskRabbit** and **UpWork**. These providers offer a more complicated or niche solution to users as they tend to offer specific categories of services. They haven't made a major foothold in the market as users today prefer to have a single platform for all their needs, as opposed to having a different platform for every time they need a specific service.

• How YINC is Different From These Centralized Solutions

Compared to the leading centralized platforms, **YINC** distinguishes itself by solving a number of issues with the process of sourcing, bidding, and selecting vendors including problems only solved by leveraging the blockchain technology. Among these, the most prominent issues involve ratings and reviews.

One of the problems we have with ratings today is that consumers don't know if the review they are seeing was created by a person who actually hired the vendor for the job or if it was faked. It could have just as easily been the vendor himself, his friends or a paid company who made the review or even a competitor who made a negative review. The second problem is post creation. Users don't know if the review that they are seeing (or not seeing) has been tampered with. They don't know if the company who's reviews they are looking up paid to remove all their negative reviews and therefore leaving only the positive ones.

The issues described above cannot be solved without utilizing blockchain technology. You need to be able to minimize any chance of 'gaming the system'. A vendor should not be able to rate himself, have friends rate them or competitors rate them. You need a process that ensures that the review is from an actual completed job and cannot be tampered with after being published.

2. Decentralized Competitors :

In the decentralized world, companies such as **Bob's Repair**, and **Swarm City** are just forming.

The Problems Other Decentralized Competitors Are Not Addressing:

One of the major problems these decentralized competitors have not yet addressed is that vendors can still game their rating system. By allowing users to be in control of choosing who they can hire or who can bid on the job, it opens the door for vendors to game the system and hire and rate themselves, thus not solving the problem by simply placing those reviews on the blockchain and making them tamper-proof. You'll just end up with authentic fake reviews.

By solving only one dimension of the problem, these competitors are not addressing the problem inherent within centralized rating systems. They also don't provide the marketplace with a long-lasting and significantly different solution.

How YINC Addresses These Problems

In order to have authentic, tamper-proof ratings, you need to have a system that solves the whole circle. The review itself has to come from an authentic completed job and once submitted, the review cannot be tampered with or paid to be deleted.

With **YINC's** unique and proprietary bidding process, we ensure that consumers have no control of which vendors are invited to bid. Only a few vendors from a long list are invited to bid on each job lead. Consumers can only rate the vendor once the job is completed and paid for which is confirmed by both sides.

Category	Company Name	BlockChain System	Competitive Pricing	Incentivized Reviews	Trustworthy Review System	Real Estate Platform
Directory Services	Google, Yelp, Angie's List	No	No	No	No	No
Niche Providers	HomeAdvisor, Upwork, TaskRabbit	No	No	No	No	YES
Blockchain	Bob's Repair ConnectJob	YES	No	No	Partially	No
Real-Estate	Yardi, Appfolio	No	No	No	No	YES
Word-of-Mouth	References	No	No	No	YES	No
	YINC	YES	YES	YES	YES	YES

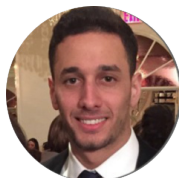
We often get asked, if you have such a great project, and so many amazing partners, why even do an ICO? Why not just get traditional VC funding?

When asked this question, Most ICOs tend to answer that it's all about the community building, and the technical needs of their tokens, And those both are extremely important and valid reasons. But For us, there's another important reason which has to do with the type of business and the integrity of platform that we are building. In order for us to stay honest and cohesive, everyone's incentives must be aligned.

The problem with the VC model is that are 2 main groups of participants and they both have competing interests. You have the company and it's investors, and then you have the consumers. For one, the company and its investors care about their product, but they are more concerned with the bottom line; how much money can they make? And this can mean lowering employee salaries or charging customers more, which can jeopardize the entire experience for their consumers. On the other hand, the consumers want the exact opposite; they want the best customer service and the best possible prices. So they actually want the employees to work as hard as possible, for as little as possible, which means the investors and the company make less profit. In order words, So these two interests are fundamentally conflicting.

But with **YINC's** ICO model, everyone's incentives become aligned. Because the token value goes up with usage, and consumers on **YINC** are incentivised to use the **YINC token**, The investors and the company will benefit the most by the use of the token alone. So with **YINC** both interests are aligned.

LEADERSHIP



Jonathan B. Handler

Founder

Chief Executive Officer

Jonathan is an experienced entrepreneur and former Special Forces combat soldier. Subsequent to his military career, Jonathan worked for real estate firms Shelbourne Global and Esplanade Cap, where he sourced deals and managed properties. He then became the sales director for a start-up business in the service-to-hire sector, where he managed a large sales and growth team. The insights he has gleaned through property management and speaking with hundreds of service providers around the country, served as his primary motivation and inspiration for YINC.



Mike Azeroual

Co-Founder

Chief Operations Officer

Mike began his career overseeing the construction and sales of real estate all across Morocco. In 2012, he moved to Germany to manage a portfolio of properties valued at over 156MM Euros. Mike oversaw the continued growth of the portfolio and was responsible for a dramatic turnaround for several of the properties. In 2016, he moved to Los Angeles and is currently a partner in his family owned firm which owns and manages over \$2B worth of real estate throughout the US. Mike was initially an early investor in YINC, before deciding to join full time as COO.



Jaime Bemarás

CTA, MSEE

Jaime is a computer scientist with over 20 years of experience in technology industry. After completing his MSEE at USC, Jaime worked as a senior software engineer in a variety of companies before starting his own consulting firm in 2010. Since selling the firm in 2013 Jaime has worked as a systems architect for AT&T and SpaceX. In addition to being the engineer behind the YINC token mechanics and back end architecture, Jaime is also managing the rest of our development team.



Alex Likhtenstein

Chief Marketing
Officer

A successful entrepreneur and digital marketing expert, Alex plunged head first into the blockchain space in early 2013 when he started accepting bitcoin at his nightclub in NYC, becoming one of the first major brick and mortar retailers in the country to do. In addition to successfully procuring investments from notable personalities in the space including Charlie Shrem (Bitinstant, Bitcoin Foundation, Crypto IQ), Erik Voorhes (ShapeShift), and Yifu Guo (Avalon Asic, Kraken), Alex has also been a guest on CNN Money, Fox Business, CBS, Bloomberg & more.

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Early Crypto Trader,
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• CONCLUSION

YINC is a **Dapp (Decentralized Application)** that leverages blockchain technology to transform the service-to-hire industry for consumers and real estate management companies, offering competitive pricing with authentic reviews, and direct vendor 'Referencers'.

Most ICOs and crypto projects today are building out infrastructure and the technology necessary for the future, and that's important. But other than SteemIt, nobody really uses Blockchain today for anything other than for speculation and making payments. Even the current consumers facing Dapps are really hard for regular people to use without having to install special browsers or Chrome extensions, etc. CryptoKitties for example was a big hit, and a great sign for things to come. But good luck figuring out how to use it if you're not already a crypto user, let alone being remotely interested in even trying.

YINC is the opposite. We're taking an already proven use case for blockchain technology and applying it to a real-world problem. We're then presenting it to people in a user friendly way so anybody can use the app. You don't have to know what a **YINC token** is to use the **YINC platform**, but users are incentivized to do so with various discounts and perks.

Not only is our approach grounded in reality, but what really makes us stand out is that we have partnerships with over a dozen of these major Real Estate firms. They have over 50,000 units with over 100,000 tenants. That means that all those people are going to be on the **YINC platform**, benefiting from blockchain technology in a user friendly way without any barrier to entry while at the same time being incentivized to really learn about the **YINC Token** and blockchain technology in general.

Welcome to the future of the service industry.

Welcome to YINC.