Taskeva

Taskeva, Opportunity for All

Whitepaper

The global freelance peer-to-peer platform

Taskeva

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1. Introduction

"Suddenly location was completely irrelevant to my ability to make a living." – Bernard Vukas

The nature of work is undergoing a tectonic shift. If one paid close attention, the signs of the current revolution taking hold in the workforce began to crystallize several years ago. As Silicon Valley tech companies rose to prominence after the dot-com boom of the late '90s, they began tinkering with the way people worked. What started as considerate quality-of-life efforts such as gyms and health food in the workplace morphed into work-your-own hours before eventually becoming full-on remote work.

Traditional work requires formal employer-employee relationships, set hours, a defined location where the work takes place (e.g., an office), and a loss of life-spontaneity on the part of the employee. The trickle down of Silicon Valley's rejection of traditional work formats along with the boom of internet technologies and the web 2.0 has led to a new and burgeoning segment of the global workforce: freelancers.

Freelancers are the fastest growing workforce contingent in the world and are heavily concentrated in Europe, Asia, and Africa. While the United States only accounts for 4% of the global freelancer workforce, 1/3 of all workers within the U.S. are classified as freelance, with most projections predicting a rise to 40% or more of the U.S. workforce by 2020.

Despite the game-changing nature of the gig economy and freelance work, there is a complete lack of critical infrastructure for freelancers worldwide. Most notably, the current dominant freelance platforms such as Upwork, Fiverr, Guru, and others, take exorbitant fees away from freelancers, provide very little support to them, and also expose them to fraudulent activity in the form of buyer chargebacks. All of these issues amount to a significant loss of income for the freelancer and a slower rate of adoption

toward the job economy as a whole.

1 Forbes, Freelance Economy Continues to Roar,

https://www.forbes.com/sites/elainepofeldt/2018/10/31/freelancing-economy-continues-to-roar/#54df55dd7df4

Taskeva is an evolved freelancer platform that takes the aforementioned issues into account and makes them a thing of the past. Using Taskeva, businesses connect with freelancers without friction and both parties benefit from significantly lower fees enabled by a peer-to-peer platform model.

Traditional freelancer platforms operate as middlemen who keep reaching into every transaction, taking an unfair cut for themselves despite their presence being unnecessary. Taskeva, on the other hand, operates as a facilitator between businesses and freelancers, creating the conditions necessary for the workplace 2.0 based on blockchain principles of immutability, trust, and transparency.

Getting work done via Taskeva not only removes the excessive costs associated with gig economy platforms but also creates a secure, dependable, peer-to-peer business ecosystem within which clients and freelancers can transact with both crypto and fiat currencies.

2. Vision + Ecosystem

The gig economy rewards freelancers and businesses alike with increased freedom, mobility, and economic advantages. Businesses no longer need to hire from within a small and local pool of potential employees - instead, they can seek out the very best talent from a broad and diverse field of international freelancers. Freelancers themselves are unrestricted on a geographical level and can work from anywhere, anytime, under their own terms so long as those terms are also befitting of their clients.

This give and take between businesses and freelancers is the hallmark of today's gig economy, and it is increasing the standard with which work gets done all over the world. Because of the previously mentioned benefits of what we consider to be the workplace 2.0, business owners and freelancers both are afforded a substantially increased quality of life and labor.

As such, the Taskeva freelance ecosystem creates and supports the conditions necessary for furthering the adoption of job economy standards by labor forces worldwide. Employers and employees should set the conditions for work between themselves and without intermediaries on the basis of guaranteed trust. Our blockchain-based platform allows for those conditions to come to fruition, giving forth prosperous work arrangements for happier lives.

3. Freelance Economy Overview

The freelance economy is thriving on a global level. Whereas traditional work job growth is either slightly up, neutral, or losing ground, freelance workers have more than doubled since 2000.

A leading factor in the parabolic rise of freelance workers is the overwhelming satisfaction freelance workers have with their jobs in contrast to the satisfaction levels of traditional workers. Over 60% of freelancers believe that work flexibility is key to satisfaction, and freelancing enables them to maintain that flexibility in their lives.[1]

At the same time, employers are increasingly turning toward freelancers to meet their task objectives. Freelancers offer globally competitive rates for high levels of competency, meaning employers can field top quality work without paying top dollar. This helps businesses lower costs while still meeting project expectations.

The convergence of employers turning to freelancers, and more workers turning to the job economy in turn, means that freelancers are making up an unstoppable economic engine that seems to be just getting started.

In Asia, Hong Kong, Vietnam, Thailand, and Singapore are leading the charge with at least half of respondents in those locations signaling that flexible employment is a priority. Singaporeans are far ahead in this regard with 37% of the workforce in Singapore constituted by freelancers.[3]

In the United States, about 34% of the workforce is comprised of freelancers. That number, however, is expected to rise dramatically within the next 10 years, with recent projections estimating that the US workforce will be at least 50% freelance by 2022.[1]

The overall impact and value generated by the gig economy is notoriously difficult to estimate but is generally thought to generate north of $2.5 trillion annually worldwide. Despite the rosy picture painted in this overview, not all is well within the freelance economy.[2]

1 INC, Survey of 21,000 Freelancers,

https://www.inc.com/wanda-thibodeaux/this-survey-of-21000-freelancers-from-170-countries-shows-whathaving-no-boss-is-like.html

https://www.persolkelly.com/page/resources-news-platform/2018-apac-workforce-insights/

4. The Problem With Freelance Platforms

The freelance economy depends on a handful of centralized platforms.Upwork, Fiverr, Freelancer, Guru, People Per Hour, and others dominate the freelancer market with minimally competitive platforms that place their own profits before the businesses and freelancers they serve.

A visit to any freelancer discussion on Reddit, Discord, Telegram, or other social media betrays the bleak view most freelancers have towards those platforms.

4.1. High Service Fees

Above all other causes, the main complaint is aimed squarely at the exorbitant 20% fee charged by most platforms. Upwork and Fiverr, the two titans of the gig economy, both take 20% from every single gig completed.

On top of the 20%, PayPal, Payoneer, and other money transfer services necessary for moving money off of freelancer platforms charge their own fees. In the end, freelancers using these platforms lose up to a quarter of their income from fees paid to intermediaries alone.

4.2. Buyer Fraud

Freelancers are also exposed to constant fraud in the form of buyer chargebacks. When a client buys and pays for a gig, they do so using Paypal. After the service has been rendered and delivered by the freelancer, it is common for the client to fraudulently contest the transaction with PayPal. Both Upwork and Fiverr have made a policy of not disputing PayPal claims in defense of their freelancers, meaning claims are always settled in favor of fraudulent buyers. Freelancers are then docked funds, leaving some in the red despite having worked and delivered to their clients.

1 Nation 1099, Ultimate Guide to Gig Economy, https://nation1099.com/gig-economy-data-freelancer-study/

2 Ibid.

Unfortunately, both Fiverr, Upwork, and other major freelance platforms are content with the status quo because, being the only options available, their monopoly over the gig economy leaves freelancers no-where else to turn.

4.3. Unqualified Freelancers

On the other side of the fence, buyers (employers) often find themselves stuck with freelancers who are unfit to do the work they were hired for. On platforms like Fiverr, freelancers are often dishonest about their language skills, education, and skill set. The result is rarely a positive one for clients as delays, poor com-munication, low work quality, and altogether lack of delivery are common.

Because platforms rarely test freelancers for the skills relevant and necessary to the industries they pro-pose to work in, there is simply no good way for a client to know beforehand whether the freelancer they're employing can get the job done.

The position freelancers and employers find themselves in today is the classic "between a rock and a hard place" scenario: They can't afford to turn their backs on major freelancer platforms, but they often can't afford to work with them either.

5. Taskeva's Unique Solutions

Our primary mission is to make access to the freelance economy simple, secure, and profitable for busi-nesses and freelancers alike. To that end, we've introduced a number of unique solutions that solve the glaring problems outlined in the previous section.

5.1. Low Fees

First and foremost, Taskeva takes on the higher fee structure of its competitors with ease. The fee structures of the three major freelance platforms are as follows:

Fiverr: 20% per gig to the seller, 5% per purchase to the client

Upwork: 20% per gig to the seller, 10% for gigs between $500–$10,000

Freelancer: 10% per gig to the seller, 3% per gig to the buyer, 13% total

Taskeva operates with a reduced fee structure that changes depending on the form of currency used. If a freelancer chooses to be paid in cryptocurrency, then fees dwindle to a mere 7% per gig. If choosing fiat currency, then fees per gig are still a very low 10% per gig:

Taskeva: 10% per job to the seller if choosing fiat currency

   7% per job to the seller if choosing cryptocurrency

5.2. Eliminates Buyer Fraud

Taskeva wants to protect its freelancers from buyer fraud and eliminate the chargebacks that plague the gig economy. In general, chargebacks are possible because centralized freelance platforms allow client banks/PayPal to dispute transactions without any repercussions.

Our platform, on the other hand, is a decentralized blockchain and is smart contract based. This means that any claims made against a seller can be immediately and automatically audited for honesty. If a seller is hired and delivers a gig within the terms and deadlines set forth at the gig's outset, then any future dispute or chargeback attempt is easily rendered null.

5.3. Only the Best Freelancers

Taskeva employs industry-leading vetting standards to ensure that only the most qualified freelancers are made available through the platform. Typically, freelance platforms make no attempt to qualify their freelancers. This creates a chaotic paradigm in which an employer might waste both time and money finding out their job is beyond the skill set of the freelancer they hired.

To avoid that scenario, Taskeva mandates the passage of several relevant skills tests to all freelancers. After passing skills tests within their given fields, freelancers are then required to undergo a 30-day on-boarding period in which they further vetted for quality. We believe that by going the extra step to provide the best quality freelancers on the market, we're saving businesses precious resources.

6. Technology

Taskeva's immutable, transparent, and completely secure platform is built using game-changing Waves blockchain technology. Fundamentally, Waves software allows for the creation of stable crypto assets with smart contract capabilities and a decentralized exchange built-in.

Why is blockchain technology vital for building the ultimate freelance platform? For several reasons, the most pertinent of which are:

- ***Blockchains are transparent***. There is no more need to wonder where your payment has gone, or who it has gone to. With blockchains, both employer and employee know exactly where funds are so that there is no misappropriation.

- ***Blockchains are secure***. Sensitive data is part and parcel of most forms of work. Payment details, project details, and personal details are all safe and sound within blockchains because blockchains in and of themselves can't be compromised by hackers.

- ***Blockchains lower costs***. Centralized services are expensive and insecure. To boost security, additional costs are incurred, making centralized services even more costly. Blockchains are lean, efficient, and inherently secure, keeping costs low for everyone involved.

6.1. Smart Contract

Many innovations have been brought forward by blockchain tech, but none stand out like smart contracts do. Smart contracts are lightweight code that execute if/then conditionals.

In Taskeva's case, smart contracts are used especially in instances of payments. For instance, when a buyer hires a freelancer for a gig, their payment for the service goes into escrow using smart contracts. When the product is satisfactorily delivered, the smart contract is fulfilled and releases the escrowed funds to the freelancer as a result. This process does not require an intermediary and reduces overall platform

friction, keeps costs associated with maintaining the platform low, and eliminates delays associated with payments.

6.2. Cryptocurrency Payments + the Unbanked

Using Waves inbuilt exchange, Taskeva is able to accept cryptocurrency payments for services rendered on the platform. A major advantage to doing so is the ability of the platform to wean itself away from banked solutions, meaning people from around the world who don't have a bank account can still use Taskeva.

To put the significance of including the unbanked into perspective, consider that 1.7 billion adults are still unbanked as of today. By creating an inclusive inroad to the Taskeva platform for those 1.7 billion adults, we aim to tap a major segment of the global population that has been overlooked by the gig economy as a whole.

7. How Taskeva Works

Buyer

Whether you need a logo designed for your new website, or a video presenter who will help you introduce your company to potential clients, or even a tutor to help you with school assignments, you are at the right place. For everything that you do not know how to do yourself, or you simply don't have the time, Taskeva sellers are at your service.

Step 1: Find a service that you need

Be as detailed as possible so the seller can provide you with the quality service that you are expecting. Your payment is held secure until you confirm that the service is performed to your satisfaction.

Step 2: Submit your details

Be as detailed as possible so the seller can provide you with the quality service that you are expecting. Your payment is held secure until you confirm that the service is performed to your satisfaction.

Step 3: Liquidity is King

Exchange files and feedback with the seller via the built-in conversation and transaction management system. The seller will deliver service within a specified time frame.

Step 4: Proposal/Service delivered

Once you are happy with the service performed & delivered, you can mark the transaction complete, and we'll make sure that the seller gets paid. Help the community by leaving a feedback for the seller.

Step 5: Request for modification

If for some reason you are not satisfied with the work delivered, you can go ahead and request for modification, and your seller will do the requested modifications.

Step 6: Rate your seller

Once completed, please rate and provide feedback about your seller. This will help inform the decisions of other buyers looking through proposals/services.

Seller

Taskeva provides you with an opportunity to turn knowledge, talent, skill or a hobby into a permanent or temporal source of income. We are here to provide security, privacy, convenience and timely payments, so you can keep doing what you love the most. So, bring the talent and we will make earning as easy as 1,2,3.

Step 1: Post a proposal/service

Post a proposal/service that is in accordance with your skills. Be as specific as possible so your potential clients know exactly what they are getting for the money they are willing to pay.

Step 2: Communicate promptly

Respond to customer enquiries, as well as requests for custom offers, within a reasonable time. Good communication is a prerequisite for successful cooperation.

Step 3: Build your reputation

Make sure you treat all of your customers the same, and try to provide the best possible service regardless of the transaction value. Satisfied customers will recommend you to their friends.

Step 4: Precise delivery dates

Try as much as possible to deliver orders withing pre-specified delivery dates . Buyers tend to cancel once an order passes the delivery date. Not good for business.

8. Task Tokenomics

Taskeva's native cryptocurrency is the TASK token. Using the TASK token entails the steep reduction of fees and costs associated with using the platform. TASK tokens are already in circulation and were not made available through an ICO.

8.1. Token Details
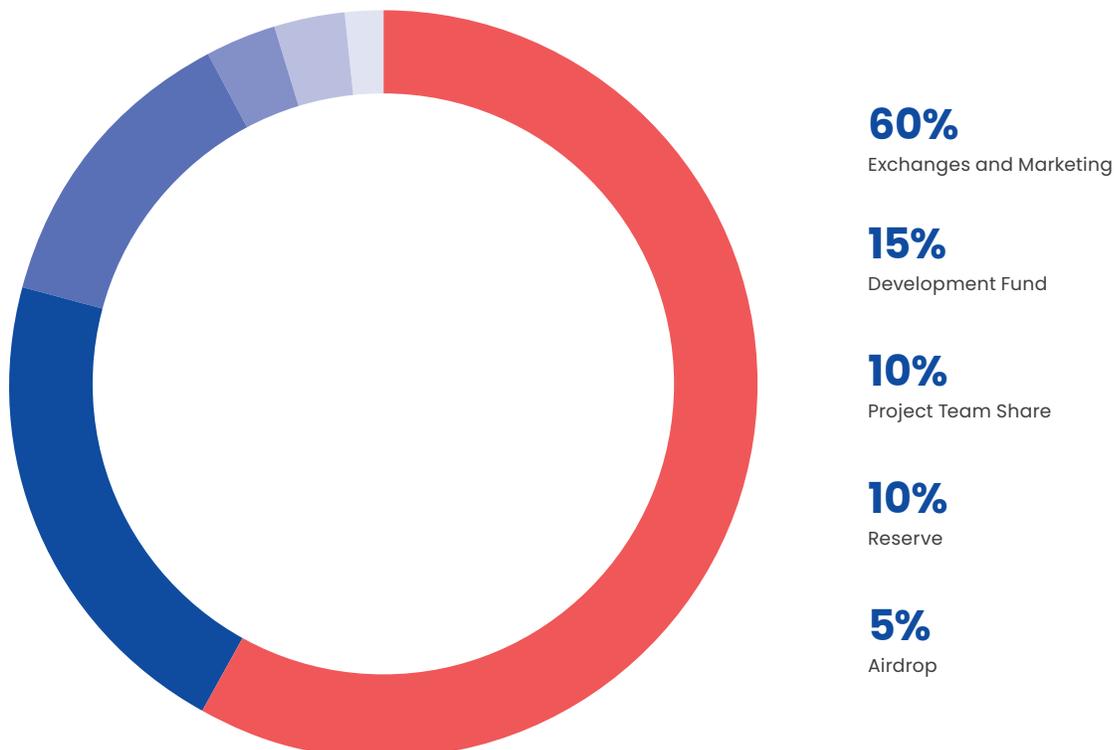
Name: Taskeva

Ticker:: TASK

Quantity: 50,000,000,000

Mainet:: Waves Platform

Asset ID: Br9S5UAgL5MuQJxDDMCziZ5EfLr5nDqAvporndUwLKLr

Issue Date:: December 18, 2108

8.2. Token Distribution

60%
Exchanges and Marketing

15%
Development Fund

10%
Project Team Share

10%
Reserve

5%
Airdrop

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9. Roadmap

Q4 2018 ● **December:** Token Created, Website, Roadmap

Q 1 2019 ● **January:** Whitepaper, KYD, Team Expansion

● **February:** Launch Taskeva with Fiat, Airdrop, Exchanges, Coin Swap

● **March:** Exchanges, CMC

Q2 2019 ● Building Decentralize Features, Exchanges

Q3 2019 ● Test Decentralize Features, Exchanges

Q4 2019 ● Release Taskeva with Decentralize Features

Q1 2020 ● Start New Marketplace

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10. The Team

Nghia

Founder

Mohamed

Developer

Quoc Dung

Community Manager