WhitePaper

GOOD WORK

ECOSYSTEM FOR REMOTE TEAMS

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May 17, 2018

may be amended

Contents list

ICO GOODWORK spaces advantages

1 **Investment in real business**

GOODWORK business is based on realty and rent of work places

2 **Utility-token**

Utility-tokens are listed on most large exchanges

3 **Market capacity and volume**

There are more than 14,000 coworking spaces established around the world The number of coworking spaces customers increases 50% per year

4 **Support of cryptomarket and decentralized projects**

Cryptomarket participants will get additional bonuses when moving their employees to the GOODWORK spaces

ICO GOODWORK spaces advantages

5

Professional team

More than 15 years of working in such top companies as Microsoft, Google, Adidas, Samsung, Johnson&Johnson, etc.

6

Useful idea for society and small business

72% of freelancers consider themselves to be entrepreneurs, not hired workers

7

Profit for major partners

Microsoft, Yahoo and other large corporations use coworking spaces for their employees in those places, where it is not profitable to establish an office

8

Classic sustainable coworking business model

Coworking business model has been working since 2000s. The average pay-back period is 2-3 years

Description

GOODWORK is an ecosystem for remote teams. It includes a network of coworking spaces, task management system and CRM-system. The project helps co-workers to expand the borders and interact with each other from any place in the world.

The ecosystem is based on GOODWORK coworking spaces. They are going to be established in those districts and cities which are chosen by most «OOO» token holders. The investors have the right to decide where to open co-working spaces to work comfortably.

GOODWORK's philosophy

We have summarized some points and named them GOODWORK's philosophy:

1 You can't spend more than 20 minutes to get to work

2 You should work in friendly environment

3 Your workplace should let make you enjoy your work

4 Office shouldn't do harm to your health

5 You should be more productive working from office and feel more comfortable than at home

Each GOODWORK space is established on the basis of the points above. We understand that good conditions for employees give excellent results at work.

What problem does GOODWORK solve?

Employability of employees regardless of geographical location

Possibility to provide comfortable conditions for company employees

Transparent storage of information about the reputation and experience of employees

Mission

Our goal is to change the global approach of employers to human labor and its conditions. The environment at work should be mobile and comfortable, and people should not waste their time. Employees should work in good conditions to give their employers excellent results.

Nowadays people spend a lot of time on their way to work and back. Many companies cannot hire the best specialists, because they are willing to work in offices, which only located close to their home or just from home. Many start-ups cannot afford an office with a high-quality infrastructure, that's why they won't become corporations. A number of employees have certain requirements for offices: for example, good location and the interior. The major business problem is the lack of expensive company offices for valuable employees in those places, whose location is far from the main company office.

Large corporations have realized long time ago that the main basis of their business is people, that's why they create incredibly convenient conditions for their employees. Smaller companies still work "in the old-fashioned way".

Examples of work spaces

Pixar Animation Studios

A football field-sized atrium was built in the center of Pixar Animation Studios campus. It includes mailboxes, cafeteria and even bathrooms. This atrium is designed to give the employees an opportunity of informal communication. At the same time Pixar supports the wishes of employees to equip the offices, cabins, desks and working areas on their own free choice and to decorate them as they wish.

Microsoft

At Microsoft, many employees also have their own personal offices, but they have sliding doors, demountable walls, and there are also other possibilities for their inhabitants to decide when they want to work together with their colleagues, and when they need to stay alone to reflect on a particular task.
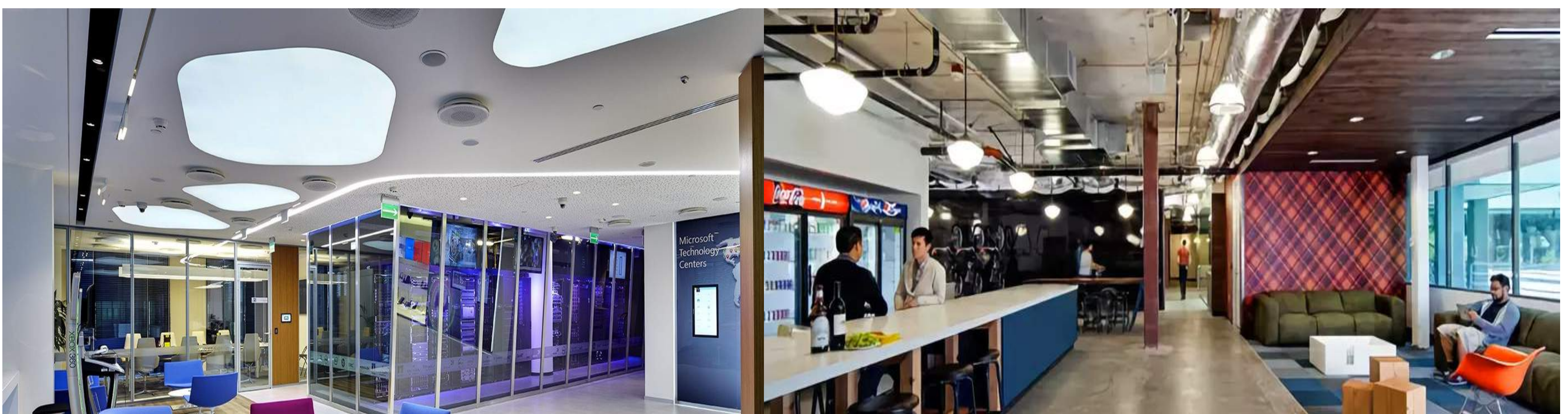
Google

The Google office in New York is quite compact, there is no separate campus for its workers, but the company tried to create such a campus in a limited area. Actually, the office is like a huge cruise liner. There are entertainments and food courts everywhere. The building has several dining rooms, cafes and even massage rooms.
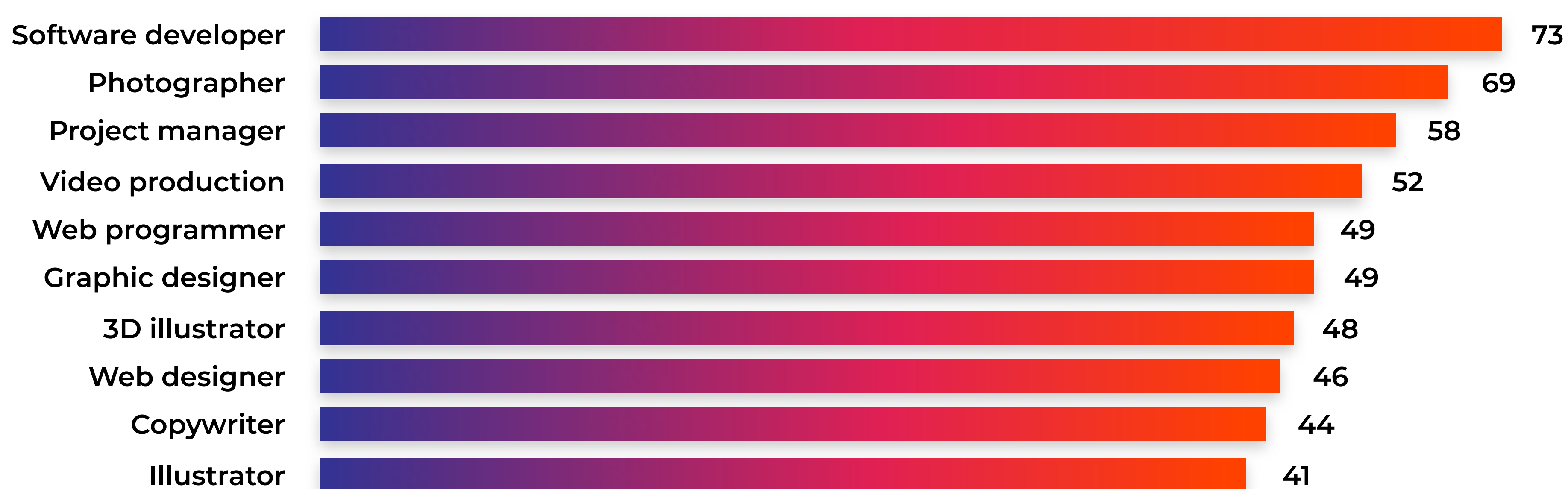
History and statistics

Co-working spaces first appeared in mid - 2000s to meet increased demand of workers who are generally called freelancers.
There are more than 200 million freelances in the world.

In 5-7 years, the number of remote workers will reach 50%
According to the Aberdeen Group report

26%
employees work remotely

According to the Aberdeen Group report, about 26% of the workforce in the United States works remotely on a temporary or contract basis, their number is growing all the time and it is possible that in 5-7 years it will reach 50%. Similar data are given by Forbes.

In opposition to the common belief about the insolvency of freelancers, the Freelancers Union research revealed that the average hourly freelancer rate with experience over 5 years is from $ 59.15 to $ 84.55, with experience of less than 5 years - from $ 44.87 to $ 49.96. There are the average rates of specialists from the most popular freelancer professions below.

Profession	Rate
Software developer	73
Photographer	69
Project manager	58
Video production	52
Web programmer	49
Graphic designer	49
3D illustrator	48
Web designer	46
Copywriter	44
Illustrator	41

According to the Freelance Industry Report 2012, 72% of the freelancers surveyed consider themselves to be entrepreneurs, not wage workers. 40% of respondents who participated in this research delegate tasks to other performers and hire assistants, occupying a border position between freelancers and small business owners.

Freelancers Union study confirms that freelancers have entrepreneurial potential, more than a third of respondents intend to start their own business, while only 8.1% want to return to office work.

Comparison of average time and productivity in different offices

GOODWORK solves many problems indeed, not only for employees, but also for employers.

Managers of any company are faced with the fact that employees allocate to effective work only a small part of their working time. This is due to the fact that part of their energy goes to a long road to the office, that is why the employee starts working day already tired. Uncomfortable working conditions support this state throughout the day. Imagine how difficult it is to get together and work effectively under such conditions.

When working in GOODWORK spaces, it takes no more than 20 minutes to get to the office, and convenient working spaces allow employees to increase their work efficiency by 5 times.

Conditions	Regular office	GOODWORK
Time to get to work	2 hours	20 minutes
Average time of working on the computer	6 hours	4 hours
Time spent in the lounge area, gym or kitchen	30 minutes	2 hours
Average time of productive work	**1 hour**	**5 hours**

Who needs GOODWORK ecosystem?

Coworking is actually used by people of hundreds of different professions. There are not only freelancers and individual entrepreneurs among them, but also remote teams. Every year more and more companies resort to the help of coworkers to accommodate their employees.

For small teams, the convenience of coworking lies in the ability to open an office quickly and scale it to fit your needs.

Decentralized blockchain projects

Start-ups, freelancers

Individual entrepreneurs

Small and medium-sized business

Distributed teams

Project teams

Market capacity

50% The number of workers, who prefer co-working spaces, increases more than 50% per year.
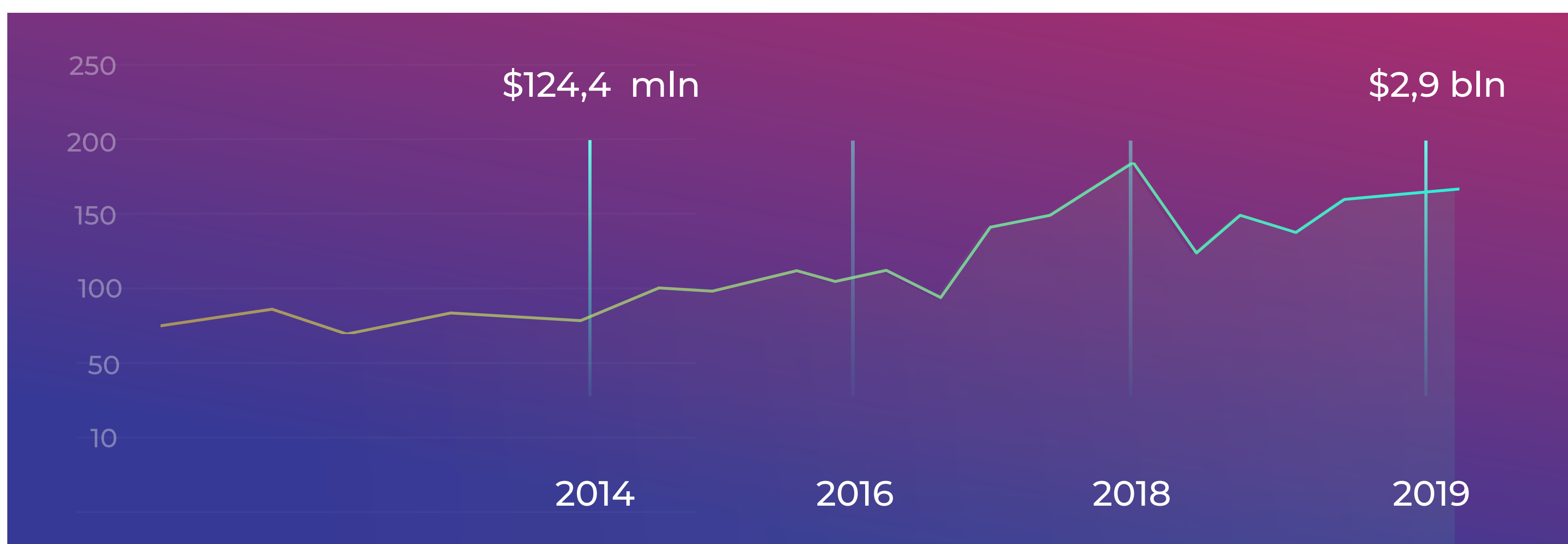
1400 According to Coworking Forecast from the Global Coworking Survey, there are more than 14000 co-working spaces in the world.

There are also multi-billion corporations among them. For example, international co-working chain WeWork.

WeWork company was established in 2010 in New York. Today it has 229 offices in 53 cities and 16 countries.

In 2014 the company reported in a presentation for investors that its revenue for the year reached $ 121.4 million, and EBITDA - $ 38.2 million. In August 2015, in a new presentation, WeWork claimed that by 2019 its revenue would be $ 2.9 billion, and operating profit - $ 942 million.
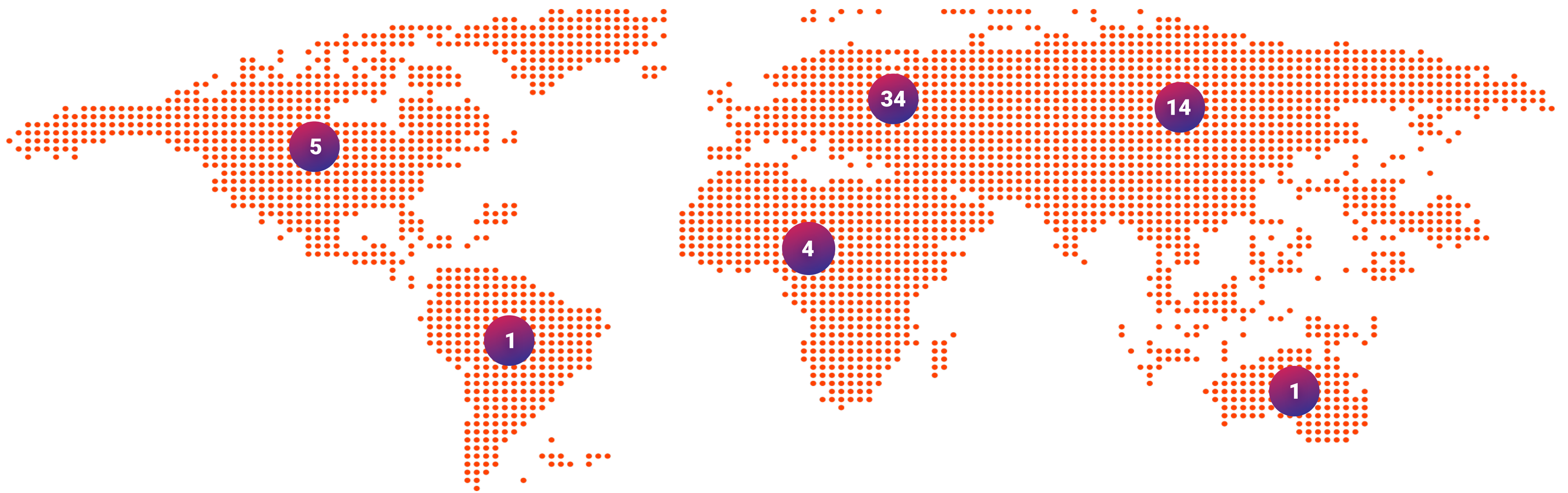
Geography of openings

GOODWORK ecosystem is based on workspaces.

They are going to be established in those districts and cities which are chosen by most «OOO» token holders. The investors have the right to decide where to open GOODWORK spaces to work comfortably.

Preliminary list of cities for GOODWORK spaces:

Europe:

- London
- Oslo
- Zürich
- Paris
- Hamburg
- Munich
- Berlin
- Milano
- Madrid
- Sofia
- Prague
- Amsterdam
- Copenhagen
- Lisbon
- Edinburgh
- Brussels
- Luxembourg
- Pathos
- Athens
- Moscow
- St. Petersburg
- Kaliningrad
- Minsk
- Riga
- Vilnius
- Bratislava
- Tallin
- Warsaw
- Vienna
- Helsinki
- Stockholm
- Auckland

Asia:

- Singapore
- Beijing
- Tianjin
- Shanghai
- Tokio
- Pusan
- Seoul
- Delhi
- Jakarta
- Bangkok
- Manila
- Abu Dhabi
- Dubai
- Jerusalem

Australia:

- Sydney

North America:

- San-Francisco
- Los Angeles
- Miami
- Mexico

South America:

- Buenos Aires

Africa:

- Capetown
- Johannesburg
- Cairo
- Tunis

Cities are to be selected for the possible opening of GOODWORK spaces based on the results of the tokenholders voting. Any tokenholder will also be able to offer a city or district.

All kinds of spaces from Small to Large will be listed based on results of these procedures.

The minimum number of votes for the opening of coworking of each type will be found out before voting starts.

Types of GOODWORK spaces

Establishment of the following types of co-working spaces depends on the number of votes:

Small (WC) (🍴)

Area: **up to 100 m²**
Number of common workplaces: **more than 10**
Offices for rent: **up to 2**
WC, Kitchen

94M²

This type of coworking is suitable for freelancers or small teams. Interior of any GOODWORK space should include meeting room, a kitchen- dining room and a toilet. More than 10 employees can comfortably work in this office.

One of the typical layouts of GOODWORK space of size Small is presented on the plan. The actual layout will be worked out on the basis of the premises chosen for the opening.
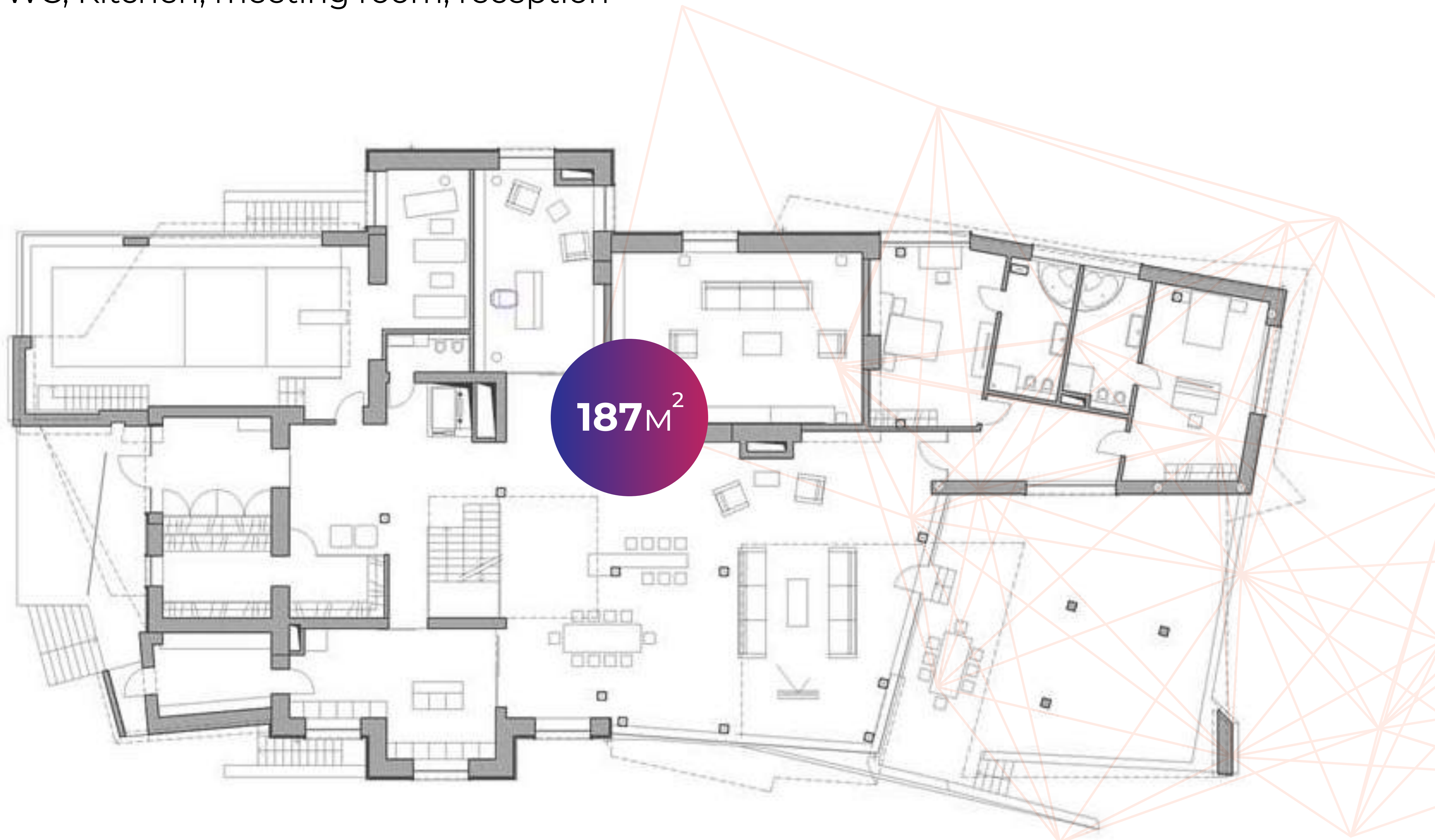
Medium

Area: **up to 100-200 m²**
Number of common workplaces: **up to 20**
Offices for rent: **up to 5**
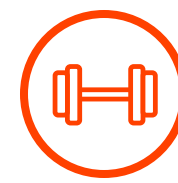WC, Kitchen, meeting room, reception

187м²

This type of coworking also includes separate offices, studies and recreation areas. GOODWORK Medium Spaces will comfortably accommodate more than 20 employees in common areas and more than 10 in separate offices.

Coworking of this type also has a kitchen with a dining room.

Administrative support for residents of coworking type Medium will be provided by the staff at the general reception.

Coworking provides a mailbox with a separate address for receiving correspondence for those who interested.

Large

Area: **300-800 m²**
Number of common workplaces: **up to 50**
Offices for rent: **up to 15**
WC, Kitchen, 3 meeting rooms, reception, lounge areas, conference hall

620м²

GOODWORK Large places are full-fledged large working ecosystems with their own conference rooms, a large number of meeting rooms, a gym, recreational areas. More than 50 employees can be comfortably accommodated in this space.

Global

Area: **800-3000 m²**
Number of common workplaces: **up to 400**
Offices for rent: **up to 40**
Reception, WCs, kitchens, meeting rooms, gym, lounge areas, conference halls

1200м²
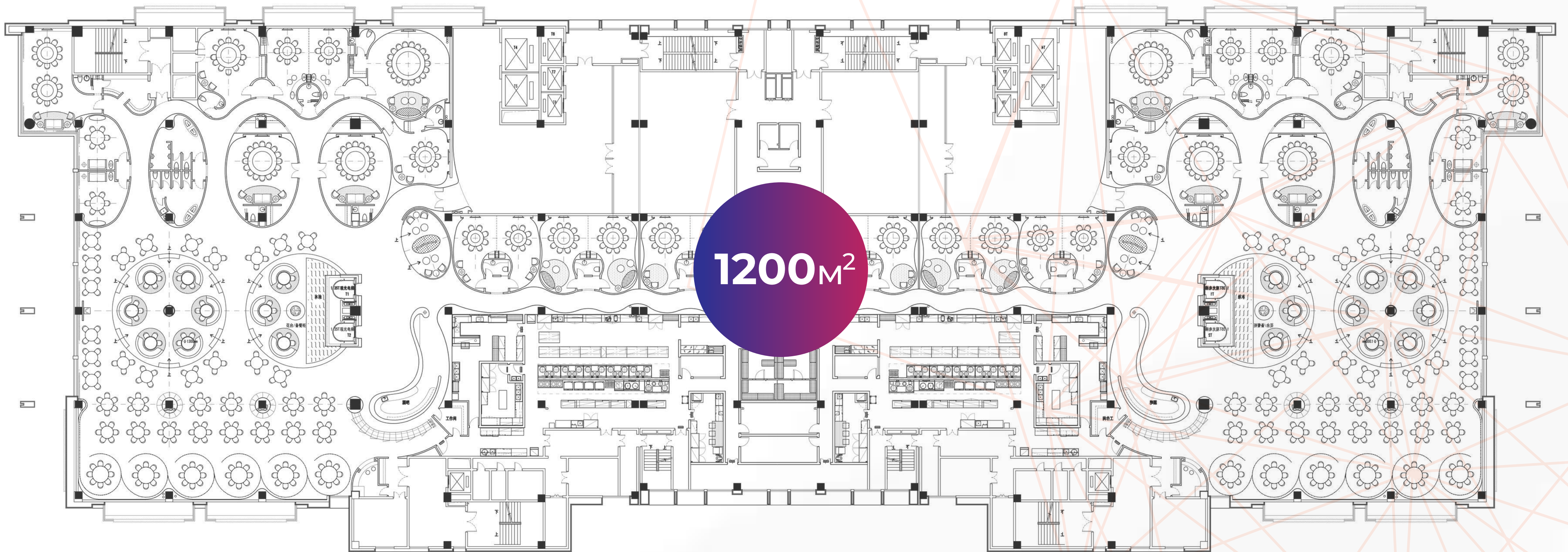
The Global-type coworking accommodates more than 400 employees.
It will be opened in those places which are most voted.

GOODWORK Global type co-working can also host mini-hotels for foreign residents. The reservation of the numbers are be available for the tokenholders of Limited Liabilities Companies and the residents of GOODWORK SPACES.

Establishment of spaces

We consider only those places which are most profitable in terms of launch cost and payback.
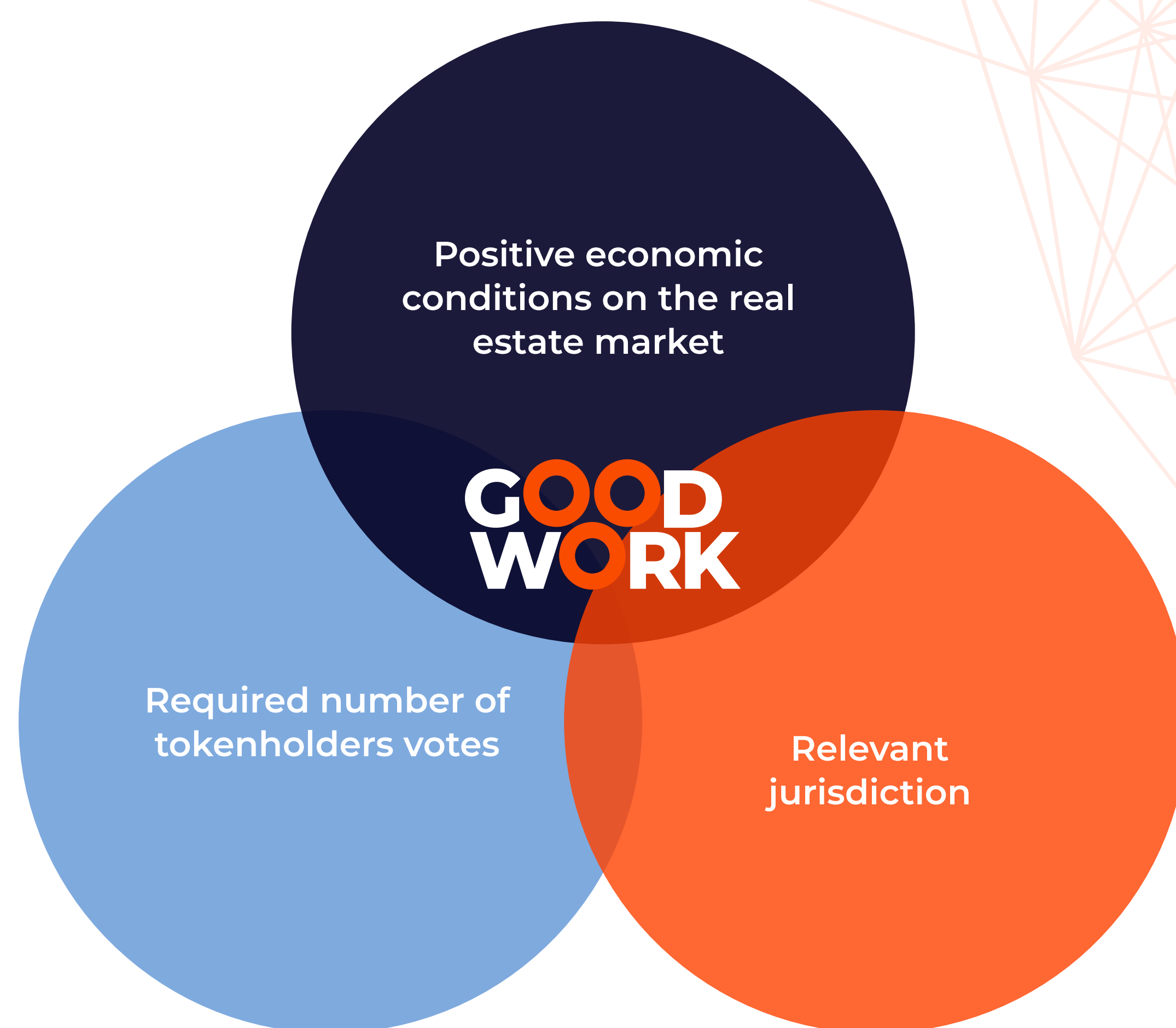
Options of establishment

1. Redevelopment of other purpose premises
2. Co-working premises building from scratch
3. Use of constructed and commissioned areas

Conditions of opening a spaces centre

- **Required number of token holders' votes**
There should be a number of votes required for opening at least small-type coworking space.

- **Relevant jurisdiction**
A team of lawyers studies all geographical objects and then they conclude if it's possible to establish a coworking centre in that place.

- **Positive economic conditions on the real estate market**
Our analysts study the ratio between costs of real estate and demands for service and make a conclusion about profitability.

For tokenholders, a number of bonuses are provided that will make the life of employees more convenient and allow them to concentrate on their work as much as possible, and not on solving administrative tasks.

For their tokenholders GOODWORK provide:

Meeting and transfer from the airport

Interpreter

Organization of meetings

Using a mini-hotel

Access to Goodnet GoodCRM

Personal concierge

Legal support

Producing a presentation

GOODWORK spaces can be used not only by the «OOO» tokenholders, but also by any other company.

For the residents of GOODWORK space, are provided for such as:

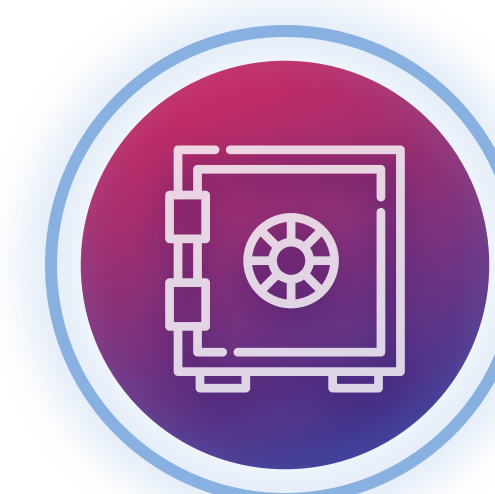Office equipment

Free coffee and snacks

Access to MFD

Opportunity to use a meeting-room

Opportunity to use a gym

Opportunity to use a lounge zones

Luggage storage

Conferences and trainings

Additional options

All clients of any GOODWORK space are granted access to the basic functionality of auxiliary systems for conducting business GoodNet and GoodCRM.

GoodNet

Within the framework of the project, the internal portal GoodNet will be launched, which contains information about residents and their services.

This project helps to:

- Hold tenders
- Manage paperwork
- Maintain a rating system for GOODWORK residents
- Make secure transactions for some services
- Extend your tariff plans, register companies
- Find employees and freelancers for project tasks
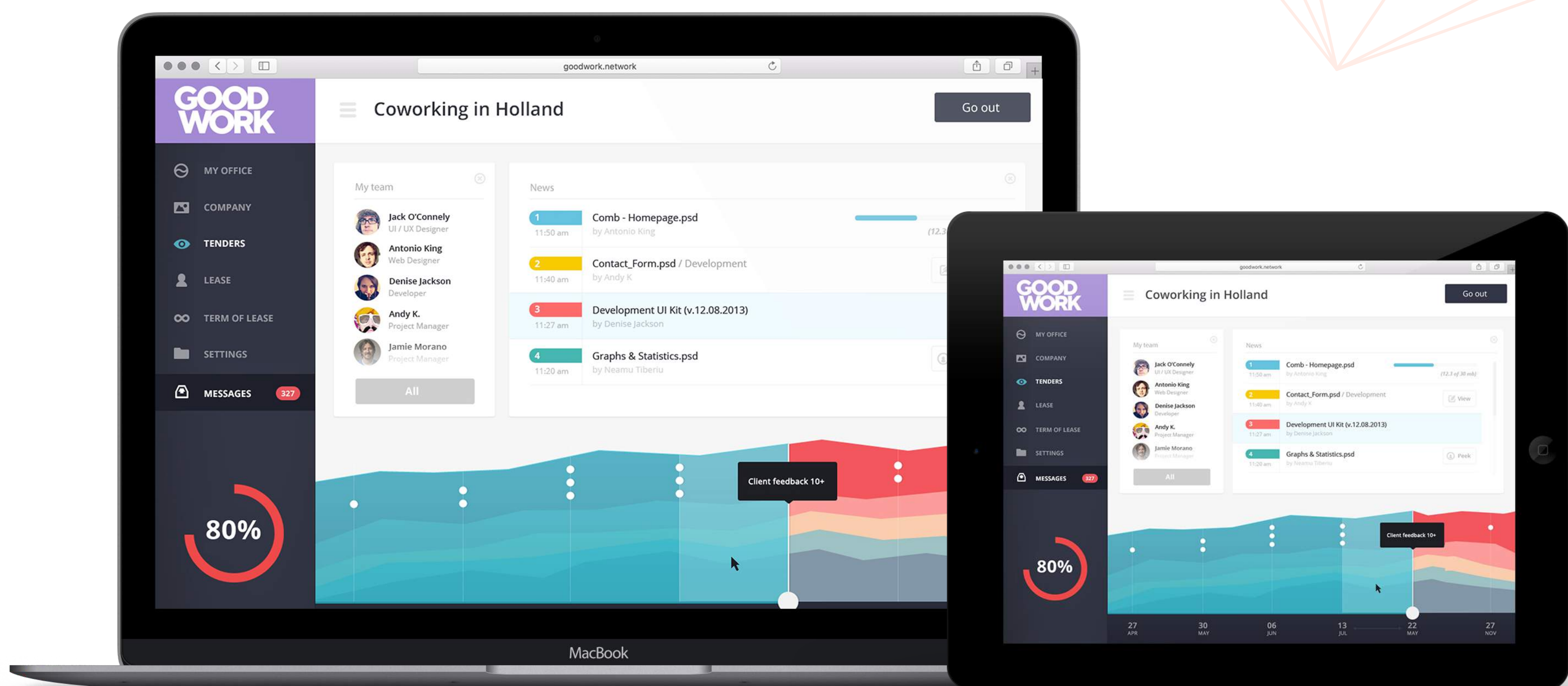
GoodNet system will allow to hold tenders and choose executors among the residents of GOODWORK spaces center.

At the request of both parties the system will allow to conduct a secure transaction through GoodNet. In this case, mutual payments will be made in resident's personal account and will be converted into tokens «OOO» using a simple smart-contract.

GoodCRM

For convenient interaction of teams distributed across different co-working centers, GOODWORK will provide a special CRM-system that allows:
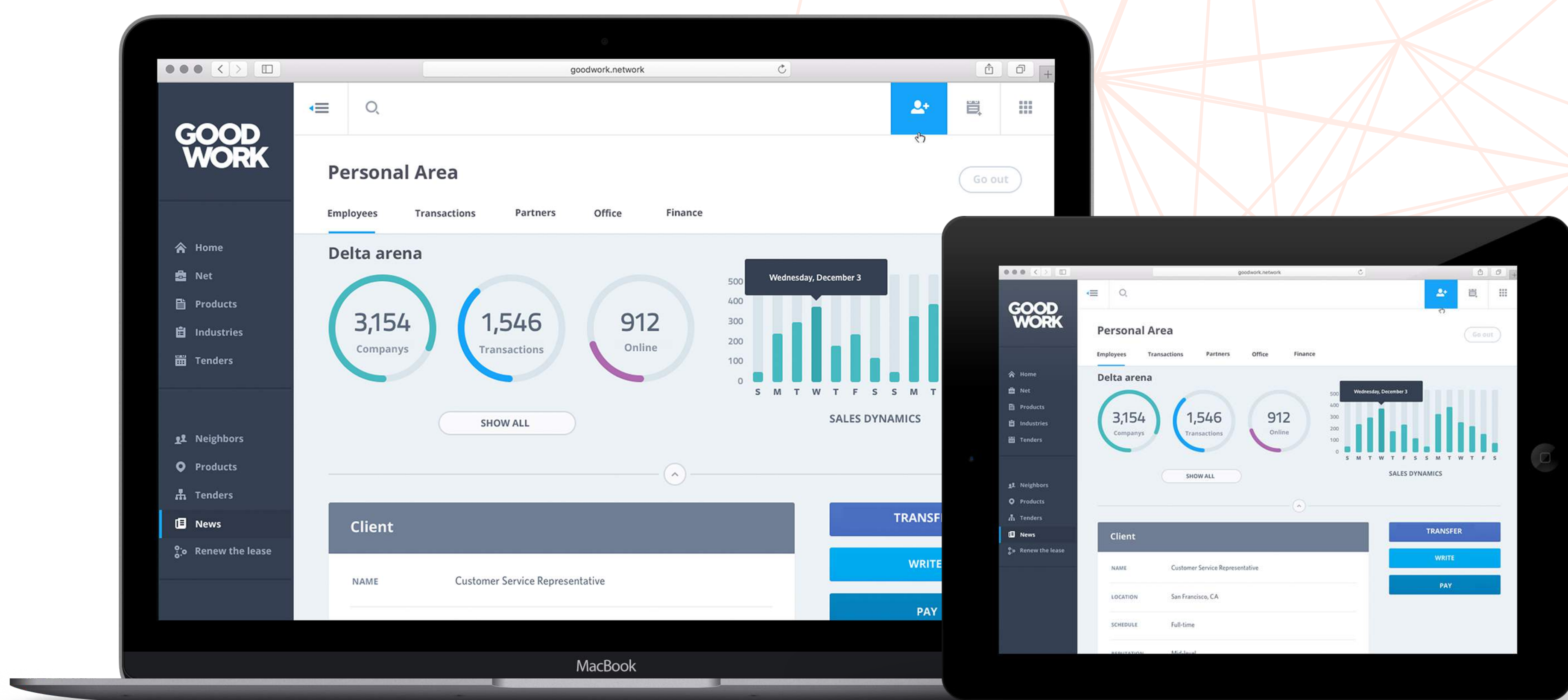
- Join residents together and create professional teams
- Manage tasks and its implementation process
- Maintain a single customer base of the project
- Use common file storage
- Cooperate with other residents in joint projects

The functions of the systems GoodNET and GoodCRM is divided into:

1   **Basic** - free of charge for all co-working users.

2   **Advanced** - the functionality is paid and can be paid by the GOODWORK tokenholders.

GoodNet and GoodCRM systems in basic functionality are designed to help residents to solve the main tasks. For example, create a company page, merge residents into teams and follow the news of GOODWORK spaces. The advanced functional allows you to fully carry out project activities and interact with other teams.

The role of «OOO» token

Voting for the best places

Exchange for co-working services

Payment for other co-working resident's services

Secure transactions between tenants

Voting for places of opening GOODWORK spaces

The locations of the new spaces centers will be determined using DCV voting of the token holders.

DCV-mechanism (Decentralized Community Voting) for making various operational decisions.

Basic rules of DCV voting:

• Information about voting will be available for «OOO» tokenholders at least 48 hours before voting.

• The information on upcoming voting will be available to holders of «OOO» tokens at least 48 hours before the start of voting (published on the website, sent by e-mail or otherwise transmitted).

• If the token holder doesn't vote by the end of voting, his/her opinion isn't taken into account.

• 1 token = 1 vote
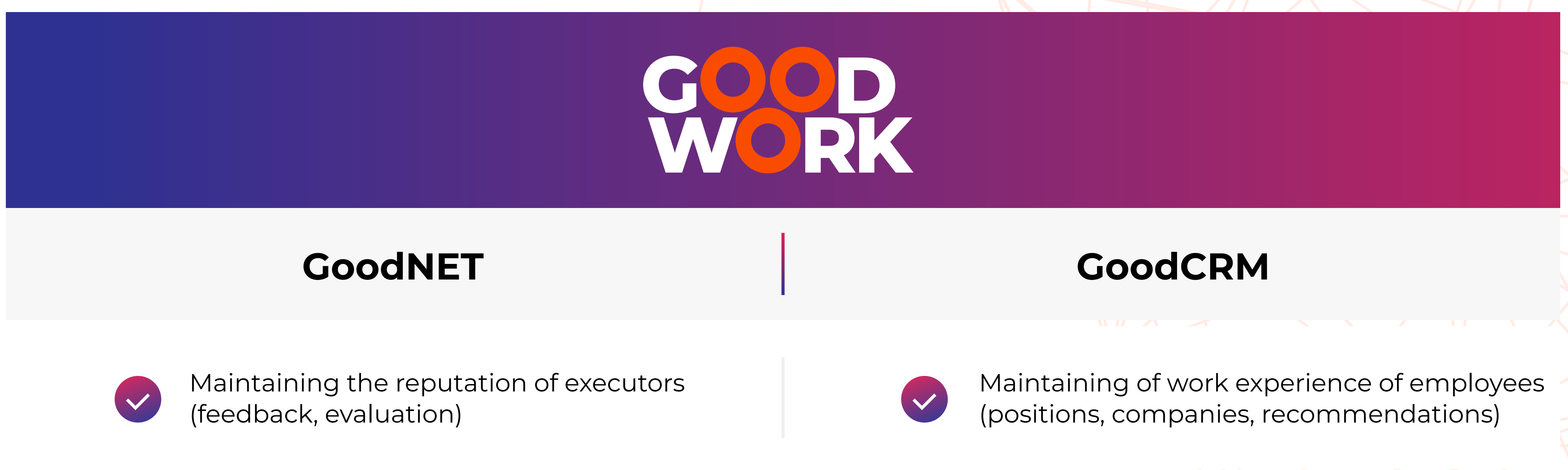
Exchange for co-working services

You can pay for GOODWORK spaces services in «OOO» tokens:

• Rent of workplaces

• Rent of conference rooms and offices

• Usage of Goodnet system

• Usage of GoodCRM system
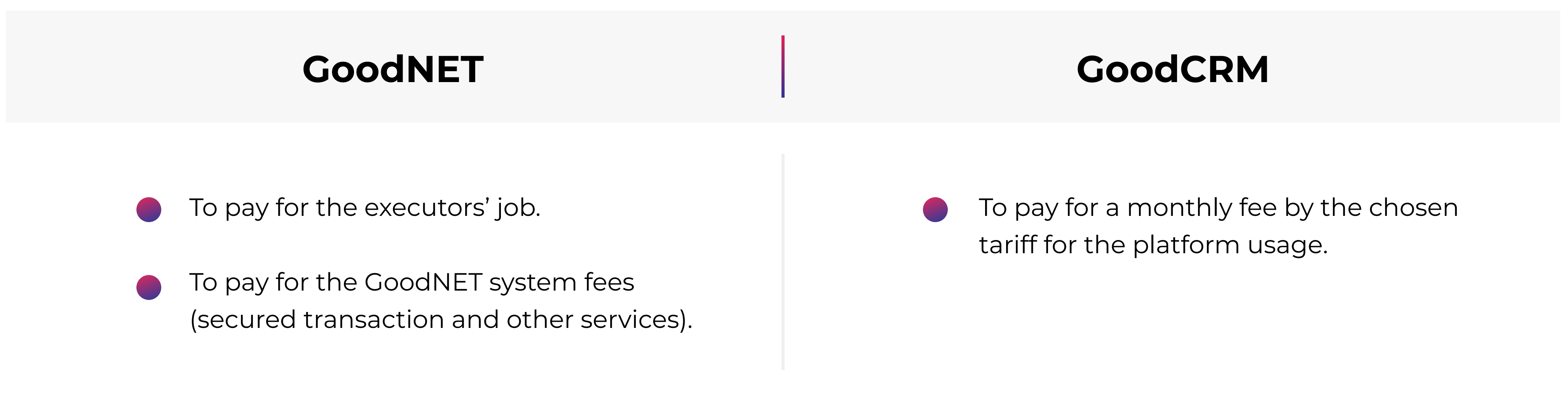
• Other additional services

Blockchain in GOODWORK

Necessity to use blockchain technology in the framework of the GOODWORK project is due to the possibility of independent storage and the executors reputation. The system allows you to record reviews and assessments of the work of executors and ensure their transparency. This will allow selecting the best workers for a specific task, not only for users of the GOODWORK ecosystem but also for outside customers. Thus, we get the history of transactions of each employee, given the exact data on work experience, the number of mistakes made, the amount of thanks from management and much more. Thus, the customer has the opportunity to select a team of highly qualified specialized employees to implement any tasks.

GOODWORK	
GoodNET	**GoodCRM**
✓ Maintaining the reputation of executors (feedback, evaluation)	✓ Maintaining of work experience of employees (positions, companies, recommendations)

Appliance of "OOO" token

GoodNET	**GoodCRM**
● To pay for the executors' job. ● To pay for the GoodNET system fees (secured transaction and other services).	● To pay for a monthly fee by the chosen tariff for the platform usage.

Change in the percentage of payment for GoodCRM service by the "OOO" token

10%	**20%**	**30%**
Q1 2018	Q2 2018	Q3 2018

Payments for GoodNet executors

GoodNet system will allow to conduct tenders and select executors among the residents of GOODWORK coworking centers.

Customer pays in "OOO", executor receives in "OOO"

The system's fee is 1% of the amount of transaction in "OOO" tokens

Payment for services in "OOO" tokens

Payment for services in "OOO" tokens

GOODWORK

Fee 0.5% in tokens "OOO"

Fee 0.5% in tokens "OOO"

Customer, tenant of GOODWORK

Executor

Customer pays in currency, executor receives in "OOO"

The system's fee is 3% of the amount of transaction in "OOO" tokens

Payment for services in currency

Payment for services in "OOO" tokens

GOODWORK

Fee 1.5% in tokens "OOO"

Fee 1.5% in tokens "OOO"

Customer, tenant of GOODWORK

Executor

Customer pays in currency, executor receives in currency

The system's fee is 5% of the amount of transaction in "OOO" tokens

Payment for services in currency

Payment for services in currency

GOODWORK

Fee 2.5% in tokens "OOO"

Fee 2.5% in tokens "OOO"

Customer, tenant of GOODWORK

Executor

! **The customer does not need to purchase "OOO" tokens to pay fees on third-party platforms, he can receive them on GOODWORK platform.**

Partnership programs

Within the framework of the project, a bounty program is planned. Planned paying over for the bounty.

Cooperation will be organized through the following channels:

All partners of the Bounty program will receive tokens after the last ICO round. Tokens will be credited in installments within 3 months. Such a measure is undertaken specifically to ensure that the Bounty program does not have a negative impact on the rate of «OOO» tokens on exchanges.

Within the framework of the ICO, the following types of partner programs are provided:

- Bounty
- Referal program

5%

Referral program

Every user can create a unique referral link and get 5% of investments provided by users, who have clicked on this link.

«OOO» token

7 790 000 «OOO» tokens in total will be issued.
4 050 800 of them will be available as a part of the GOODWORK ICO.
The rest will be used to integrate with the blockchain-community through the organization of the SWAP programme, to reward Advisors, the team, members of the Bounty programme and for the reserve.

«OOO» Tokens will be distributed in the following way:

52%
ICO

25%
Swap program

5%
Reserve

5%
Bounty

10%
Team

3%
Advisors

ICO stages and bonuses

Tokens intended for sale, but not sold within the specified rounds will be destroyed.

1 «OOO» = 0.02 ETH
500 000 «OOO»

1 «OOO» = 0.03 ETH
2 800 800 «OOO»

Presale	ICO
15.06.2018 - 15.09.2018	15.09.2018 - 30.12.2018

Softcap = 3000 ETH

Hardcap = 101500 ETH

For contributors over 25 ETH there are additional bonuses provided:

+5%
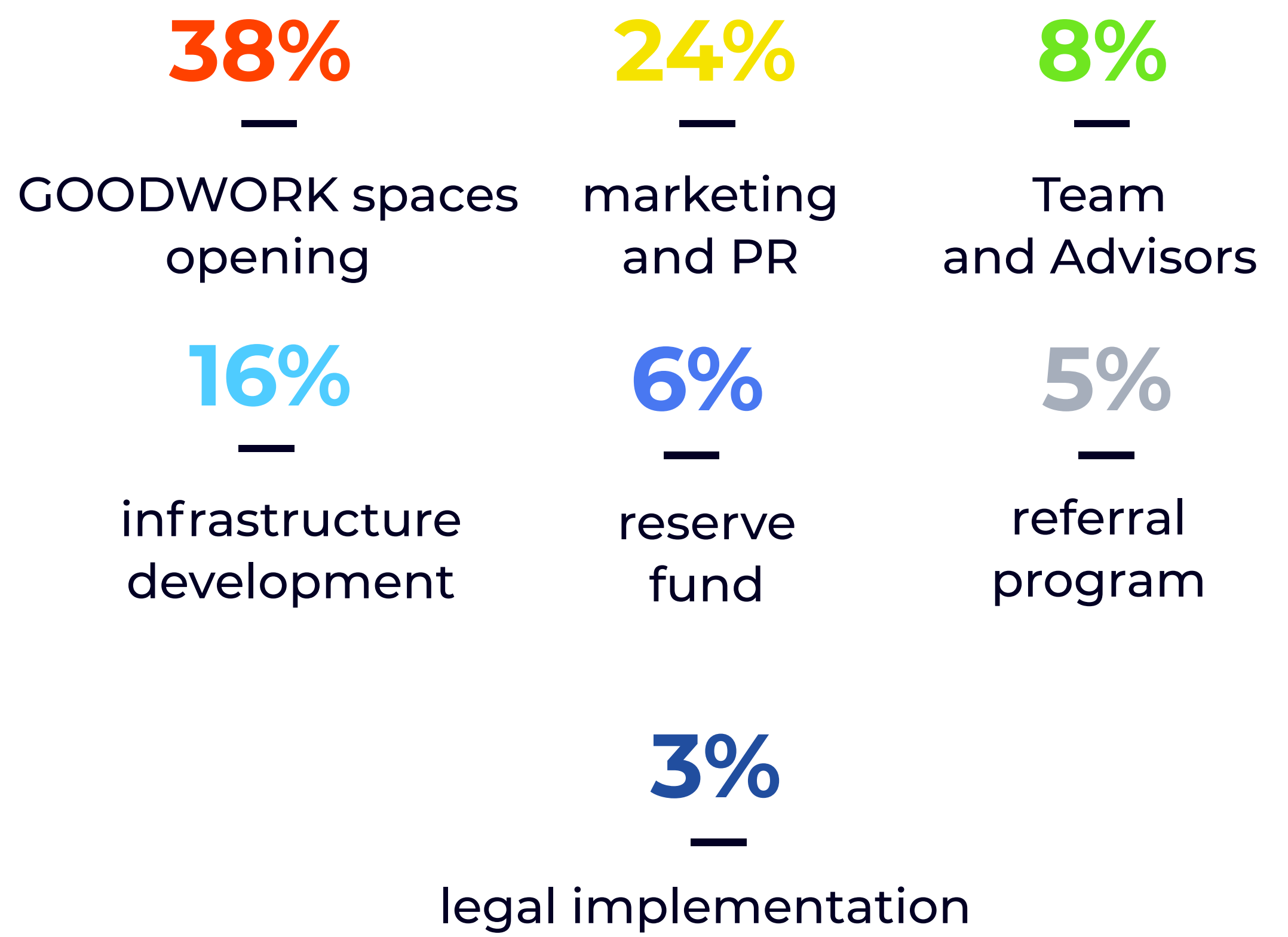—
from 25 to 60 ETH

+10%
—
from 60 to 120 ETH

+15%
—
from 120 to 250 ETH

+20%
—
from 250 ETH

Within the rounds, additional shares and bonuses for investors can be provided.

Allocation of funds

38%
GOODWORK spaces opening

24%
marketing and PR

8%
Team and Advisors

16%
infrastructure development

6%
reserve fund

5%
referral program

3%
legal implementation

Implementation plan depending on fees.

The geographical expansion of the opening of co-working depends on the amount of funds involved and the results of the tokenholders voting.

Aids (mln.$)	1-5	5-10	10-30	30-50	50-70
Number of coworkings	12	18	24	36	50
Geography of the discovery					
Europe	●	●	●	●	●
Asia		●	●	●	●
America			●	●	●
Africa			●	●	●
Australia				●	●
Launching the software					
Base Platform	●	●	●	●	●
GoodNet Advanced		●	●	●	●
GoodCRM Extended		●	●	●	●

Project roadmap

December 2017 - March 2018

1

Development of the project concept
Building the main business models
Drawing up ICO Roadmap
Preparation for conducting Closed presale

15 June - 15 September 2018
Presale

2

500 000 tokens, 0.02 ETH each

Presale is the round for those, who wanted to take part in the first pre-sale, but failed. Collected money will be used for the main round.

15 September - 30 December 2018
ICO

3

2 800 800 tokens, 0.03 ETH each

The main round. All money collected within the framework of this round will be used according to the list.

September 2018

4

Conducting the voting to decide where to establish co-working spaces
Start of GoodNet and GoodCRM systems developing

October 2018

5

Conducting the voting to decide what the format of coworking in selected places is
Opening new GOODWORK spaces

September - November 2018
Running the First GOODWORK Space

6

Establishing the first GOODWORK space in one of locations chosen by the tokenholders.

November 2018
Exchange

7

Entering exchange market
The ability to sell tokens for ICO participants

January - February 2019
Running GoodNet and GoodCRM systems

8

Integration of systems in all GOODWORK space
Giving a month of free use to all tokenholders and clients of GOODWORK

Team

Aleksan Oganesyan
CEO

PhD, Senior Researcher of Russian Academy of Sciences, associate Professor, author of 53 scientific articles and 8 patents.

Nikita Brudnov
CVO

Strategic and operational management, development of new directions, project monetization and project portfolio management.

Sergey Solovian
ART

Creation of architectural solutions, advanced interfaces, business development. Great experience in industrial design.

Lev Semyonov
CMO

Experience in launching advertising campaigns for commercial real estate. Professional competences in the field of Internet marketing.

Ilya Arakcheev
COO

Project management, personnel selection for key positions, control over record keeping, assignment of tasks in projects.

Advisers

Laurent Garcia
CEO of Gocoworker

Founder and CEO of Gocoworker (2017) and AECIS (2013), the first communal organization for talents. Strong experience in crowdworking, entrepreneurship and decentralization.

Ignas Januška
Marketing, PR specialist

Cryptocurrency Investor and Trader. ICO strategy analyst.

References

Site:

goodwork.network

Telegram:

https://t.me/goodworkico

Facebook:

https://facebook.com/goodworkspaces/

Twitter:

https://twitter.com/goodworkico

Reddit:

https://reddit.com/r/goodworkico/

Bitcointalk:

https://bitcointalk.org/index.php?topic=3403742.new#new

E-mail:

info@goodwork.network

Github:

https://github.com/goodworkico/tokensale

Smart contract:

https://etherscan.io/address/
0xd97bfa89cbe00049c0b804c3d461c1a076d5136d

Smart contract audit:

https://goodwork.network/Audit_Smart_Contract.pdf

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