

# CanYa®

## Whitepaper

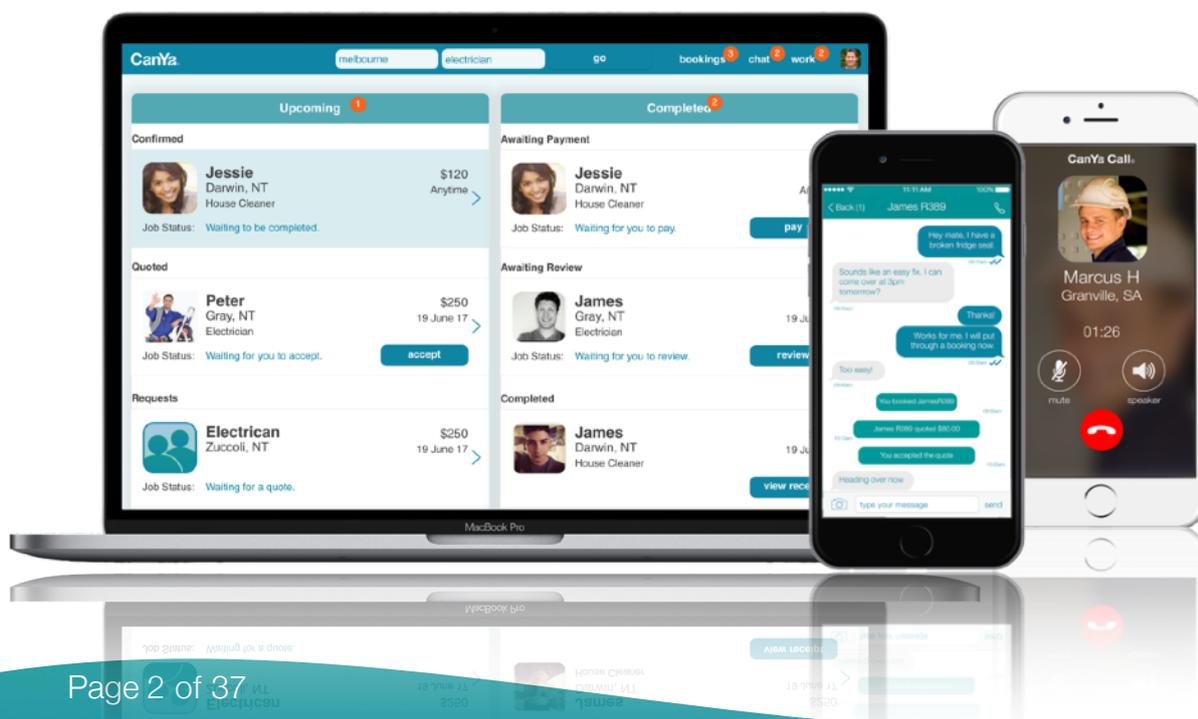
The world's best cryptocurrency-based autonomous marketplace of services.





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## V1.2 Amendments

**Section 2** - Update to ICO Structure

**Section 4** - Inclusion of Token Burn in Asset Contract

**Section 10** - Update to Advisory Board



## Foreword

My team and I founded CanYa in 2015 with three core principles.

The first is that services should be truly peer-to-peer — there is no need for a third-party. For thousands of years we've exchanged value directly for another's skill or service; third-parties are a compromise. The second is that a true meritocracy will deliver the best experience for all users; the best providers should get the most work, and should charge the most for their services. The third is that careful design can be harnessed to deliver on the promises of technology, and that interfaces can serve seamless experiences between the digital world and the real one.

With these principles in mind, we invested our time and money to realise the vision. From concept in 2015, development in 2016 and a successful soft-launch in 2017 in a small Australian market, the CanYa project is being delivered. Over 3400 provider listings have been created, with 7600 users engaging on the platform, and monthly growth in double digits. Over a thousand peer-to-peer jobs have been processed with less than 1% requiring our arbitration.

With the power of blockchain technology, we can deliver on the next phase of this journey. Not only can payments be decentralised, autonomous and instantly global, but so can curation, arbitration and soon storage and even computation. The entire marketplace infrastructure will be truly peer-to-peer, with CanYa simply being a fabric for value-exchange.

But most importantly, we believe in a world powered by cryptocurrency commerce. Cryptocurrencies still have less than 0.1% of the user-base, trading volume and liquidity of fiat counterparts, but exceed in potential across all facets. We feel the primary barriers to adoption are the availability of crypto-enabled merchants, the learning curve associated with acquiring and spending crypto-currencies, and the presence of fees.

We believe we've solved this with CanYa; an incredibly easy, delightful and accessible tool to pay for services anywhere in the world using crypto-currencies. The CanYaCoin and wallet will be the heart of the platform, allowing a single medium of trustless exchange between users, removing fees and currency volatility, and empowering the wider crypto-currency ecosystem.

Yours in decentralisation,



**John-Paul Thorbjornsen**  
CEO and Co-founder  
CanYa



# 1. Executive Summary

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CanYa is a recently launched **working, feature rich platform** in the home & digital services industry. The platform is currently made up of mature iOS & Android apps to find, book, pay and review service providers. A web app is in beta. Payments are currently in Australian fiat.

The CanYaCoin (**CAN**) will soon power the platform's payment system, enabling a decentralised, trustless and hedged escrow service, a single bridge between fiat and a variety of cryptocurrencies, a powerful rewards system to encourage network effects, and incentivised user-curation and user-arbitration. The CanYaCoin is unique in that it exhibits both stable properties whilst being utilised as a currency, and growth properties from user-demand.

CanYa is hoping to raise 76,000 ETH by selling 60,000,000 CanYaCoins. Funds raised will be used to integrate the cryptocurrency payment layer, provide liquidity for the hedged escrow contract, expand features and undertake an aggressive global launch with marketing, translations and infrastructure.

CanYa is the ultimate link between crypto and the real world, where the ERC20-based coin is backed by the value of skilled human services, valued at \$2tn globally. The coin can be spent in the platform and converted to real world skilled labour. A freemium subscription model provides a constant demand for the coin and a revenue stream for the platform. By integrating fiat payment gateways, CanYaCoin will be a legitimate gateway of fiat into crypto, enhancing the entire ecosystem and accelerating mainstream adoption.

The CanYaCoin sale allows users an opportunity to participate in the crowdfunding event in order to secure CanYaCoins at a discount.

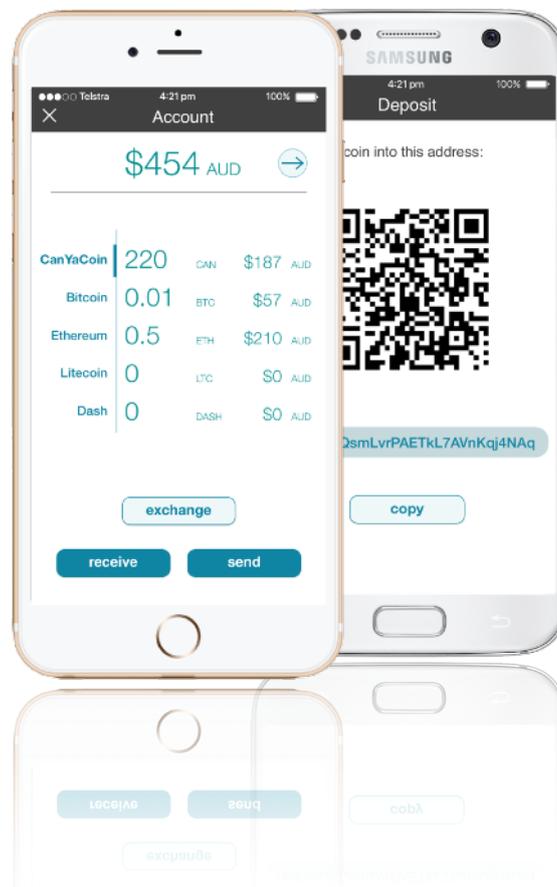


## 1.1. CORE FEATURES

The CanYa platform is a fully featured marketplace of peer-to-peer services that consists of iOS & Android apps and a beta web-app. CanYa includes inbuilt chat, VoIP, calendar, alerts, payments, listing management, reviews, quotes, direct bookings, detailed pricing, job broadcast, multi-user jobs and more.

- (1) As a client, you will load your CanYa wallet with CanYaCoin, crypto and supported fiat currencies.
- (2) As a client, you can instantly pay for services locally and globally, with no fees. CanYa supports most peer-to-peer services with an emphasis on home & digital services. Users help curate and verify new services and providers with reviews.
- (3) As a service provider, you will earn CAN for your skills and services. Spend in the app, or exchange for free and send immediately to a Bitcoin or an Ether wallet.
- (4) As a service provider, freely advertise your skills and services to a micro-local & global marketplace, or pay a small monthly subscription for enhanced featured status. CanYa is a true meritocracy — the best providers get the most exposure and work.

*“Book & pay my cleaner with crypto? I’m in!”*





## 1.2. USE CASES

### **Maria | Virtual Assistant | Caracas, Venezuela**

*Maria struggles to find clients willing to pay her in Bitcoin, which she prefers due to her country's volatile fiat currency. She lists herself on CanYa and is able to receive payments in CAN, which she can spend on other services in CanYa or exchange freely to ETH/BTC to spend on goods.*

### **Praveen | App Developer | Hyderabad, India**

*Praveen is a high quality app developer in Hyderabad. He wants to reach a global client base but doesn't want to pay high commissions to traditional platforms. Praveen lists himself on CanYa and uses a fully-featured web client to access a global task list. Praveen loves that his high rating means he has great exposure.*

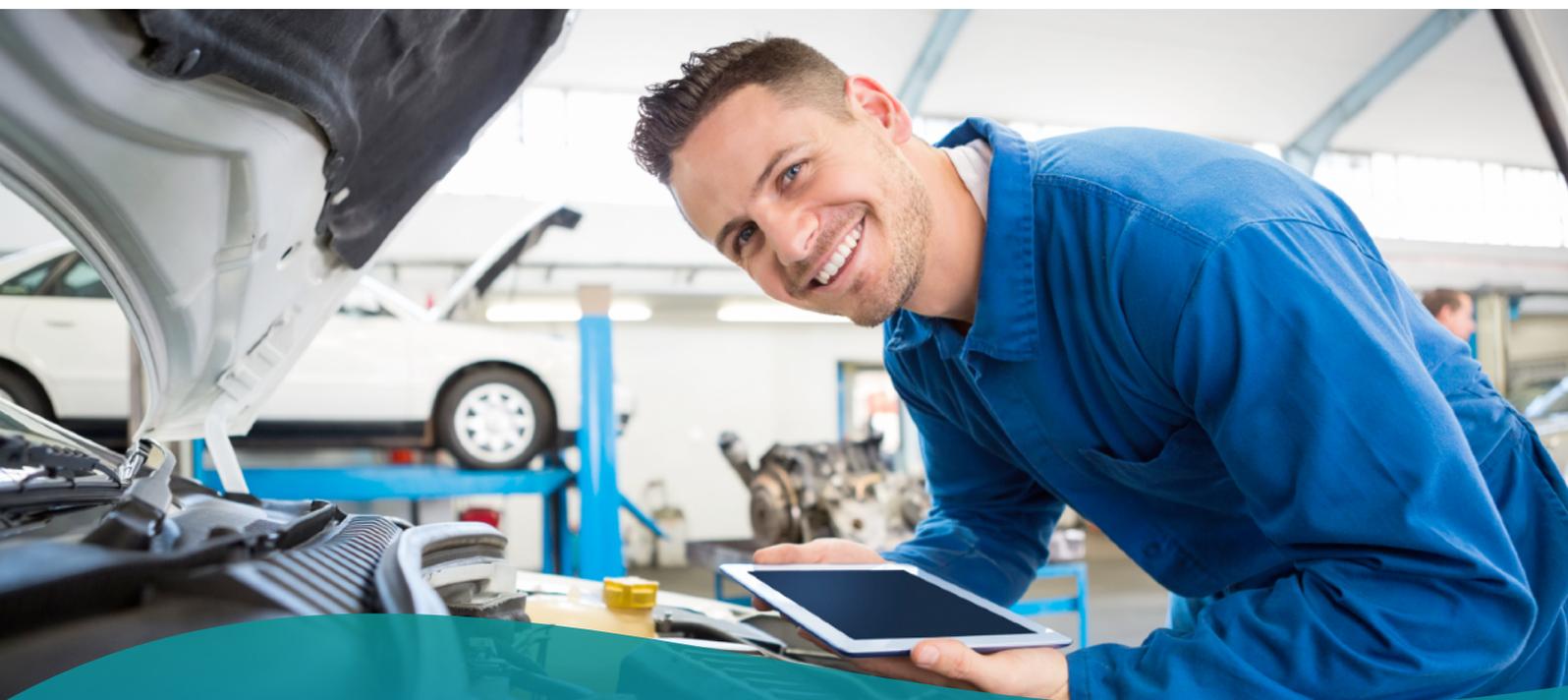
### **Sarah | User | Vancouver, Canada**

*Sarah has a sizeable crypto portfolio, and wishes she would spend it easily. She uses CanYa to hire a local 5-star landscaper to build her a new backyard and pays him in crypto. Her landscaper can easily convert & withdraw the crypto as fiat straight from one of Vancouver's many bitcoin ATMs.*

### **David | Plumber | Melbourne, Australia**

*David is a big believer in crypto and wants to grow his client base. He loves referring his existing clients to CanYa to receive payments in crypto. CanYa's multi-user job feature makes it trivial for property tenants to book & review David whilst their property owners pays remotely in CAN once the job is complete.*

*“CanYa will accelerate the mainstream adoption of cryptocurrencies.”*





## 2. Initial Coin Offering

There will be precisely 100,000,000 coins in circulation. There will be a hard cap of 60,000,000 CanYaCoins available for sale. The coin sale will exclusively accept ETH. CanYaCoins will be distributed after the ICO.

### 2.1. PRIVATE SALE

26,000,000 CanYaCoins will be sold privately to strategic investors who bring long-term value to the project.

### 2.2. PUBLIC SALE

34,000,000 CanYaCoins will be sold across the public sale, which will be conducted over two stages and will commence in November 2017.

CanYaCoin Sale will include a “Dolphin” tier — which is an exclusive invite-only bucket of tokens that will be made available to members of the public who show “proof-of-care” to the CanYa community in various ways. The Dolphin tier will be on-going until the main sale and unsold tokens will be added to the main sale at the Tier 2 rate.

Stage	Amount	ETH: CanYa	Bonus	Maximum (ETH)	USD Value*
Dolphins	14,000,000	1 ETH : 700	40%	20,000	\$ 5,000,000
1	4,000,000	1 ETH : 600	20%	6,667	\$ 1,666,667
2	16,000,000	1 ETH : 500		32,000	\$ 8,000,000
<b>Total:</b>	<b>34,000,000</b>			<b>58,667</b>	<b>\$ 14,666,667</b>

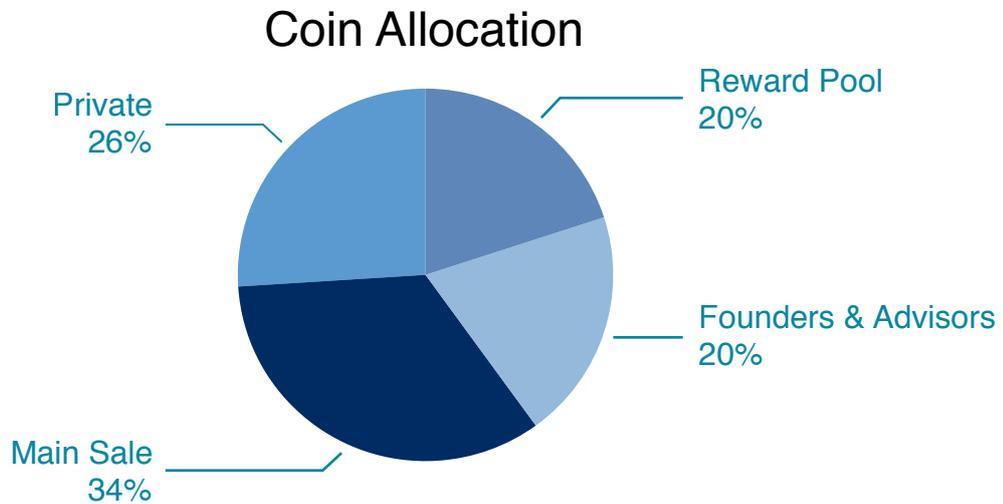
The main sale will run for 30 days or until sold out. At the conclusion all unsold coins will be reserved by the Company. Options for the reserved tokens include burning the tokens, a further sale, utilising a market-maker to protect coin volatility, or dissemination into the liquidity or Rewards Pool.

\* Indicated price only — will change from Ether price fluctuations.



### 2.3. DISSEMINATION

The total supply of coins will be fixed and disseminated in the following manner:



Founder Tokens will be locked for 12 months.

The Reward Pool is used by the platform to incentivise users and is discussed in detail further down.





## 3. Platform

CanYa was beta-launched in a small Australian city (Darwin) in late December 2016, and then soft-launched in a major Australian city (Adelaide) in January 2017. CanYa has been successfully tested in a market and has an existing user-base.

### 3.1. PEER-TO-PEER ✓ Integrated

CanYa is a peer-to-peer platform where clients choose & interact directly with the person who will be providing the service instead of a third-party. Using smart contracts, the platform will provide a trustless, secure and fast payment layer.

### 3.2. SERVICE-AGNOSTIC ✓ Integrated

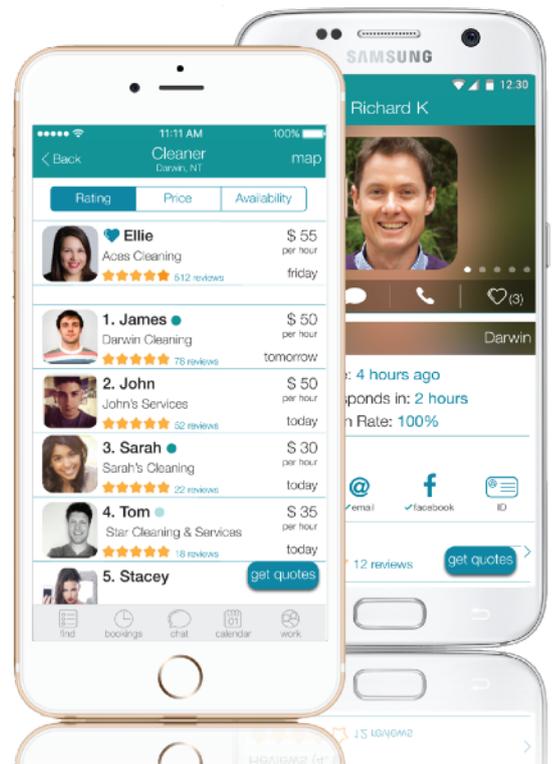
CanYa is suitable to a vast array of different services, from professional licensed services to casual per-hour services. CanYa currently has over 200 services and 400 different skills listed for providers, all submitted by users. CanYa includes features that make it flexible for mobile services, brick-and-mortar services, one-time jobs, recurring and group bookings.

### 3.3. USER-GENERATED ✓ Integrated

CanYa's content is primarily user-generated & rapidly scalable. Providers add listings themselves and can request further services, skills and licences.

### 3.4. SELF-CURATING AND SELF-BALANCING ✓ Integrated

CanYa is a true meritocracy and is thus self-curating; providers with good reviews will see more exposure and thus more work. Good providers will see high demand and can afford to start charging higher rates.



The operational CanYa app



CanYa automatically assesses and ranks providers on 15 different metrics, including:

1. Verifications (4 tiers)	6. Response Rate	11. Profile Engagement
2. Licences	7. Completion Rate	12. Referrals
3. Skills	8. Quote Rate	13. Reviews (4 metrics)
4. Listing information	9. Online Status	14. Badges
5. Profile Views	10. Loyalty	15. Ratings

New providers are given a 7 day exposure boost to ensure they can penetrate an established provider base. All providers are given the opportunity to continually improve their profile and behaviour to ensure maximum exposure.

### 3.5. END-TO-END



CanYa is an end-to-end solution; discovery, engagement, booking, job tracking, payment, receipt issuance and review capture. CanYa also includes free media-rich messaging, free voice calling, and a free quote & invoice service.



# CanYa®

CanYa do something?

## USERS

## PROVIDERS

media-rich  
messaging

VoIP

single calendar

free sign-up

global

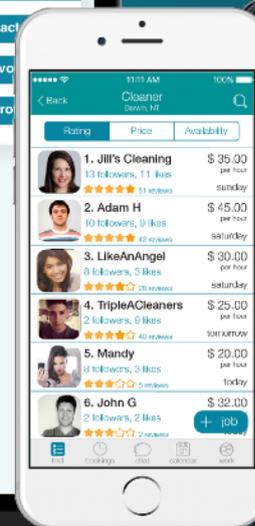
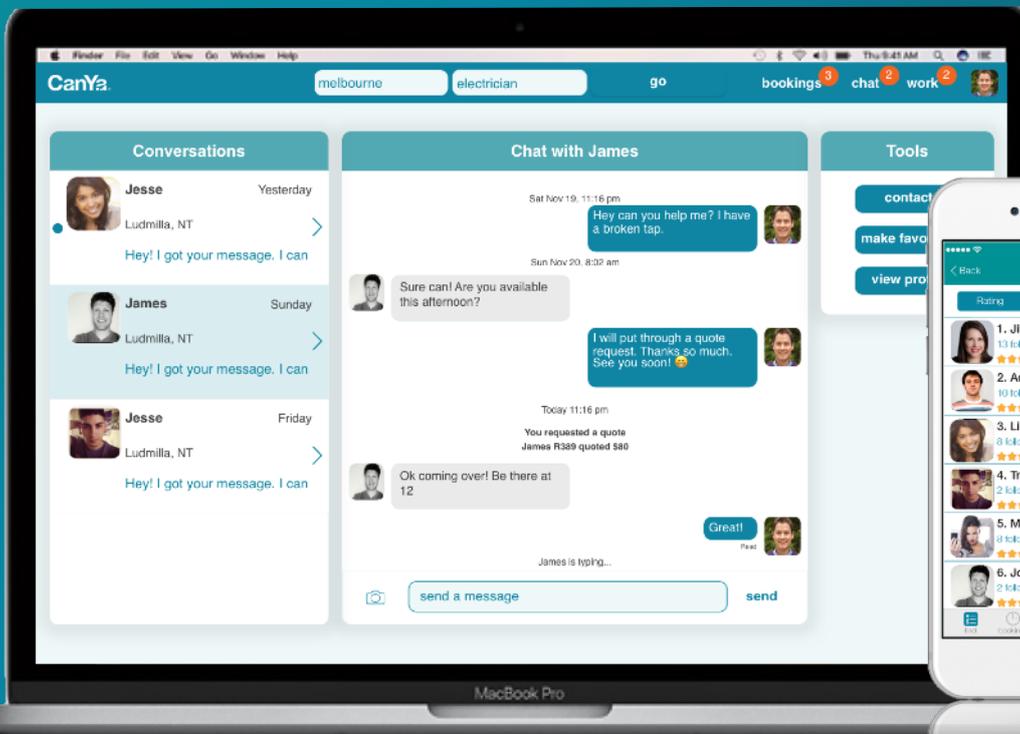
multi-user  
job

availability settings

location-based

multiple listings

edit bookings



free quotes

crypto or card or cash

email invoicing

quality first

SMS notifications

post a task

escrowed payments

user-requested  
services

cryptocurrency

broadcast a job

over 200 services



### 3.6. SMART WITH MACHINE LEARNING

*Planned*

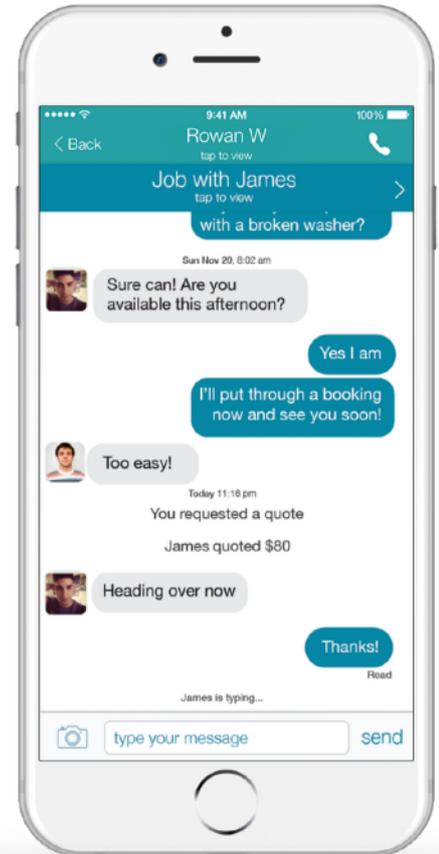
The worst experience with hiring services is usually caused from hiring the wrong service. CanYa is using the thousands of job requests processed in the platform, together with the listed skills and descriptions, to train ML algorithms to better match job requests with the right providers, and to extract the right information from users easily.

In future, users will simply ask the platform for help, and the right providers are immediately notified. This vastly improves the experience of the platform.

### 3.7. CHAT BOT ENGAGEMENT

*Planned*

CanYa have already built and implemented a media-rich messaging service native to the app, and sees thousands of messages sent between users each week. CanYa is in the early stages of building a smart chat-bot to engage users and providers. The chat service can be used to process job requests, as well as helping providers manage their schedule.





## 4. Smart Contracts

Ethereum smart contracts provide a trustless hedged escrow which protects currency value for users, as well as processing the platform revenue stream and disseminating rewards for incentivised network effects.

### 4.1. TRUSTLESS HEDGED ESCROW

*Under Development*

At the heart of the transaction process is a smart contract that holds secured funds for the provider. With an Ethereum smart contract, the user does not need to trust the platform or the third-party to send their funds. By immediately collateralising the hedged funds with a store of value such as Bitcoin, Tether or XAU, the value of the escrow can be protected with the certainty of the underlying store of value — all with zero counterparty risk.

An example of the process:

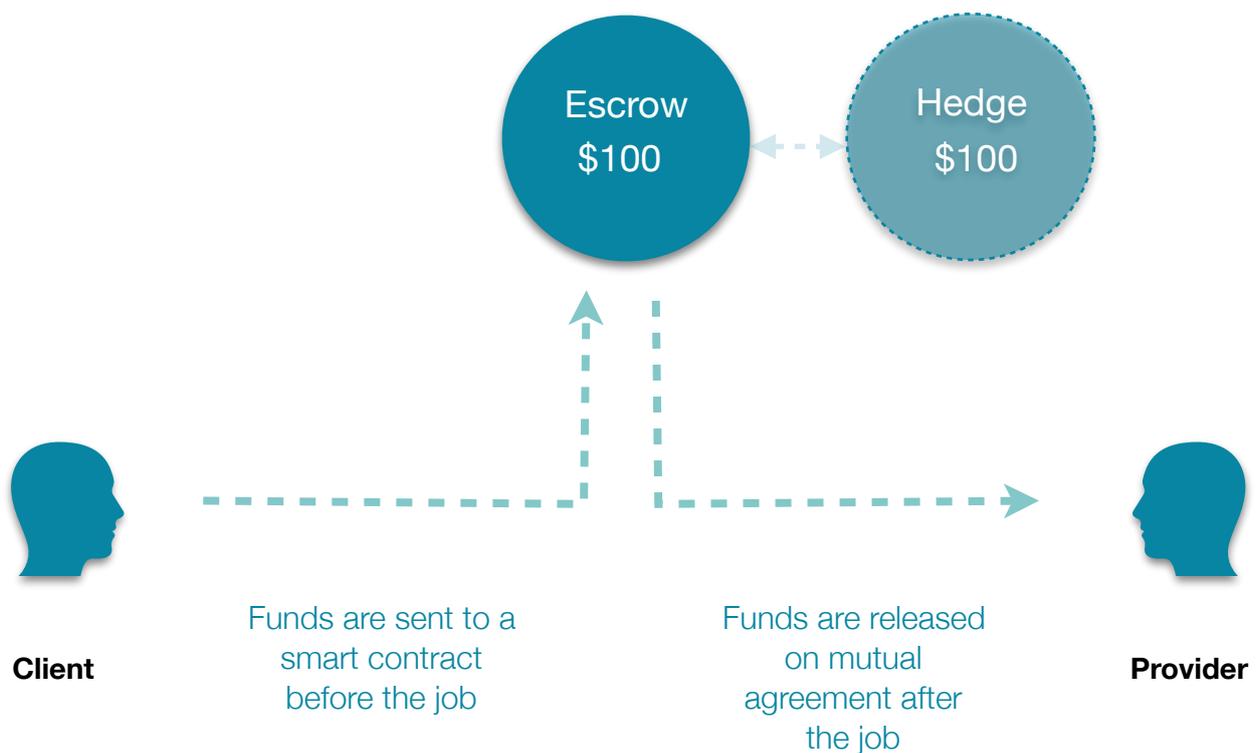
**Step 1** - A client books a provider for \$100 and sends funds to a smart contract. Immediately an equivalent \$100 from the store-of-value base is collected in a hedge contract.

**Step 2** - The provider completes the job and sends the \$100 invoice.

**Step 3** - The client releases the payment.

-> The value of the escrow has reduced to \$90: \$10 is exchanged from the hedge to pay the provider \$100.

-> The value of escrow has increased to \$110: \$10 is exchanged out to maintain a \$100 invoice.

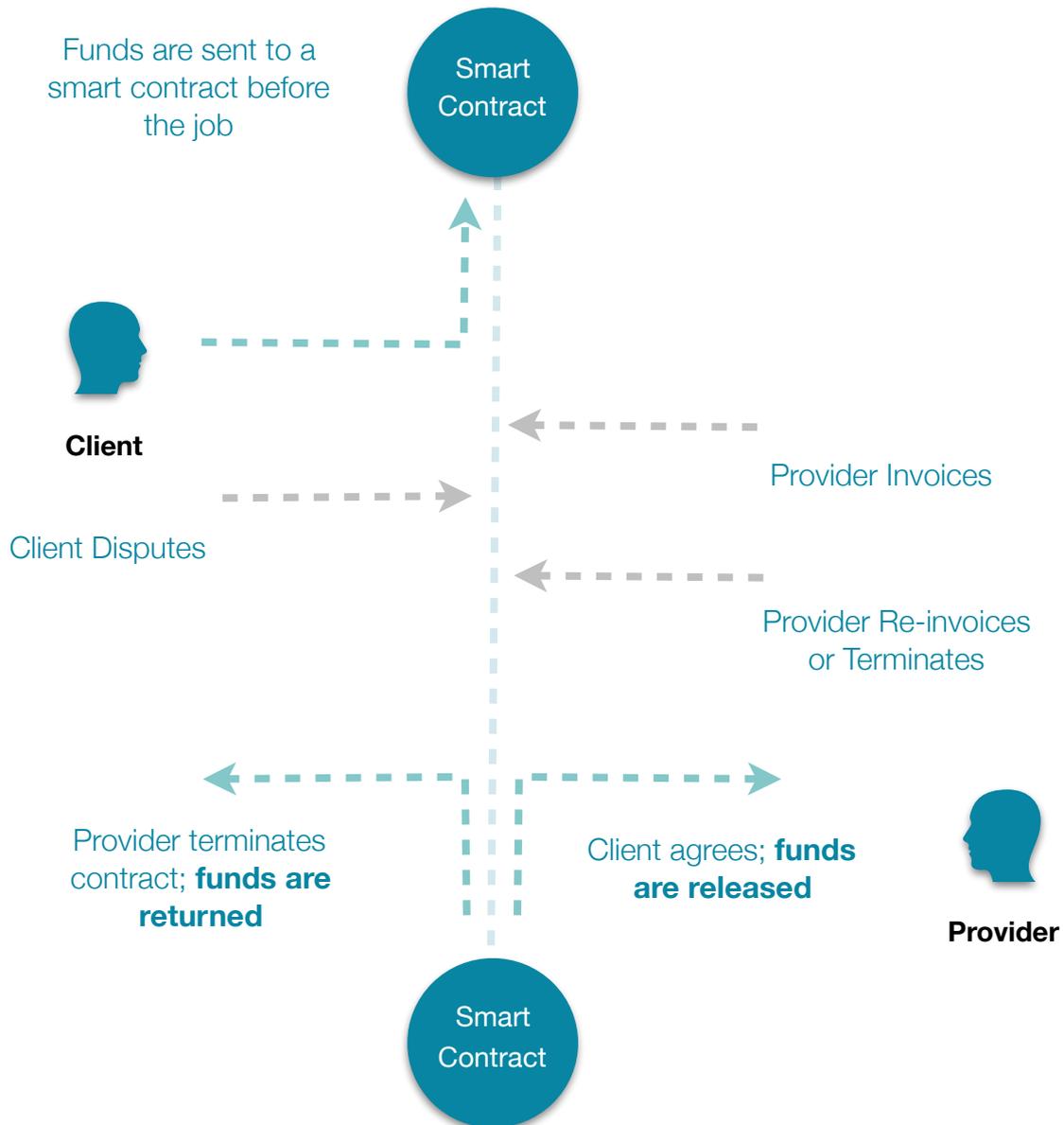




✓ *FIAT Integrated*  
*Crypto Planned*

### 4.1. DISPUTE RESOLUTION

CanYa has already built an effective automatic dispute resolution system, but this will be enhanced with a smart contract. The smart contract holds the funds, but allows both parties to take recourse against each other and encourages them to negotiate. The client can dispute the invoice, and the provider can amend or terminate the invoice.



If the negotiation is fruitless, either user can request arbitration from CanYa at a non-refundable cost of 5%, deducted from the escrow at any time. This minimises the burden of customer service. In the roadmap, this arbitration can be out-sourced to other neutral users to perform in return for the 5% fee.



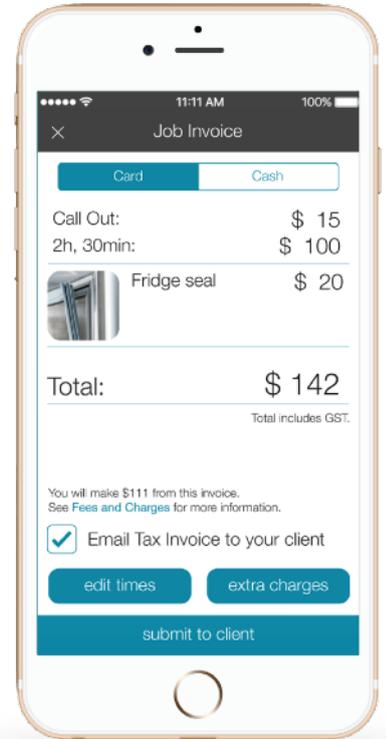
## 4.2. TRUSTLESS PAYMENT AUTOMATION *Planned*

Smart contracts allow for the automation of many business process that can execute without trust from any involved party. For CanYa, this includes deposits, milestone payments and even recurring payments.

For a deposit, the provider specifies that a certain amount of the job be paid upfront, with the rest held in escrow. For milestone payments, the provider breaks the job into smaller parts and is paid incrementally. The provider can set milestones themselves, which execute payments on request, or are time-based. After each payment, the smart contract holds the next milestone payment in escrow. The smart contract also handles recurring payments, paying the provider out on terms that they agree with the client.

## 4.3. AMENDED INVOICES *✓ Integrated*

If a provider amends or issues an invoice lower than the escrowed amount, the remainder is refunded to the user when they release the funds. If the provider amends an invoice to a higher amount, a smart contract will pay out the full amount, and deduct the remainder from the client's wallet.

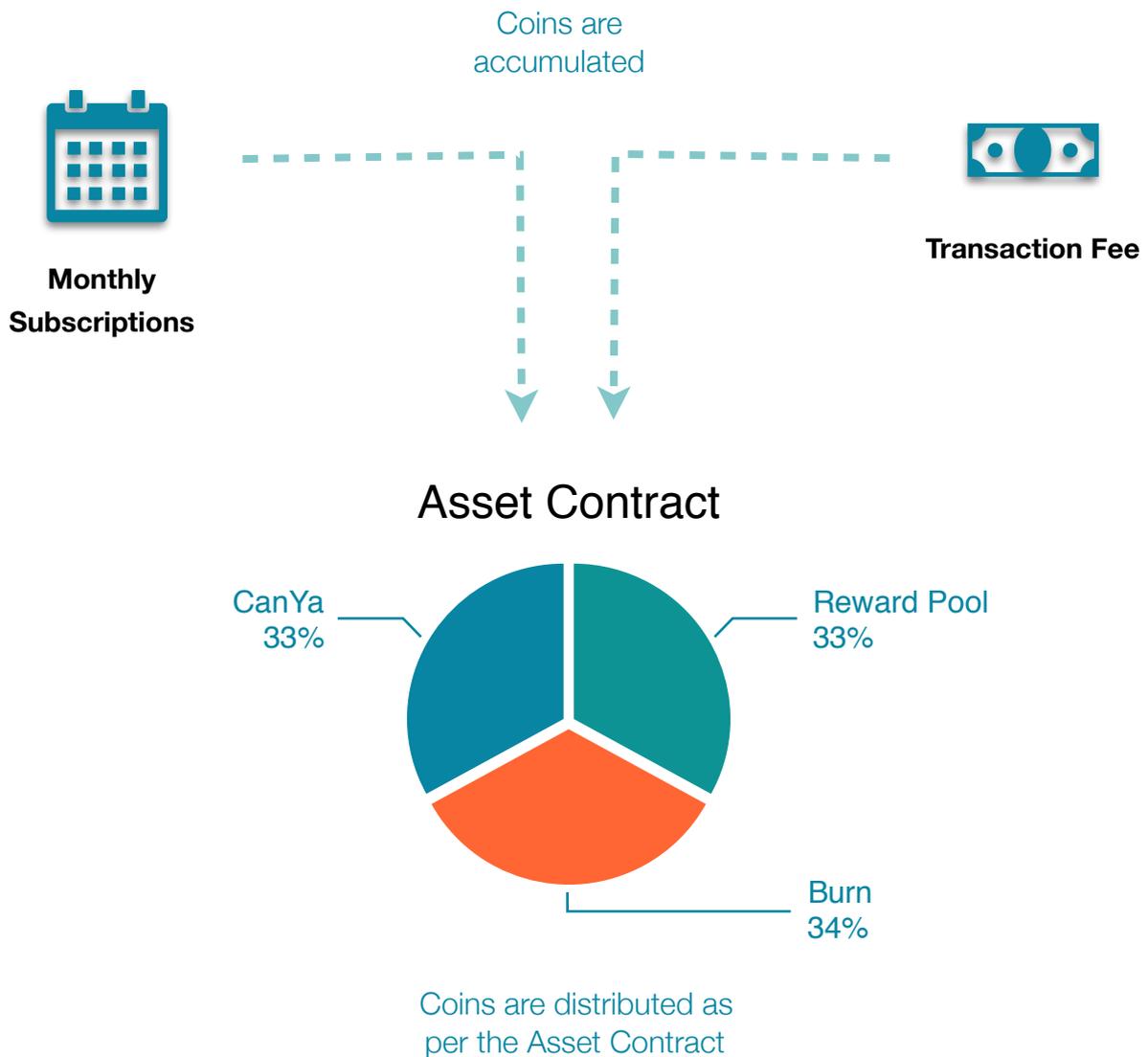




#### 4.4. ASSET CONTRACT

*Under Development*

CanYa processes two forms of revenue; a 1% flat transaction fee and a premium subscription model for providers. Both proceeds are collected as CanYaCoins and are sent to an Asset Contract. The Asset Contract will accumulate the funds and split them in accordance with the publicly-viewable proportions in the smart contract, and dispenses them monthly. 33% will be sent to the Rewards Pool, 33% will be sent to the CanYa Foundation for platform maintenance and development, and 34% will be burnt.



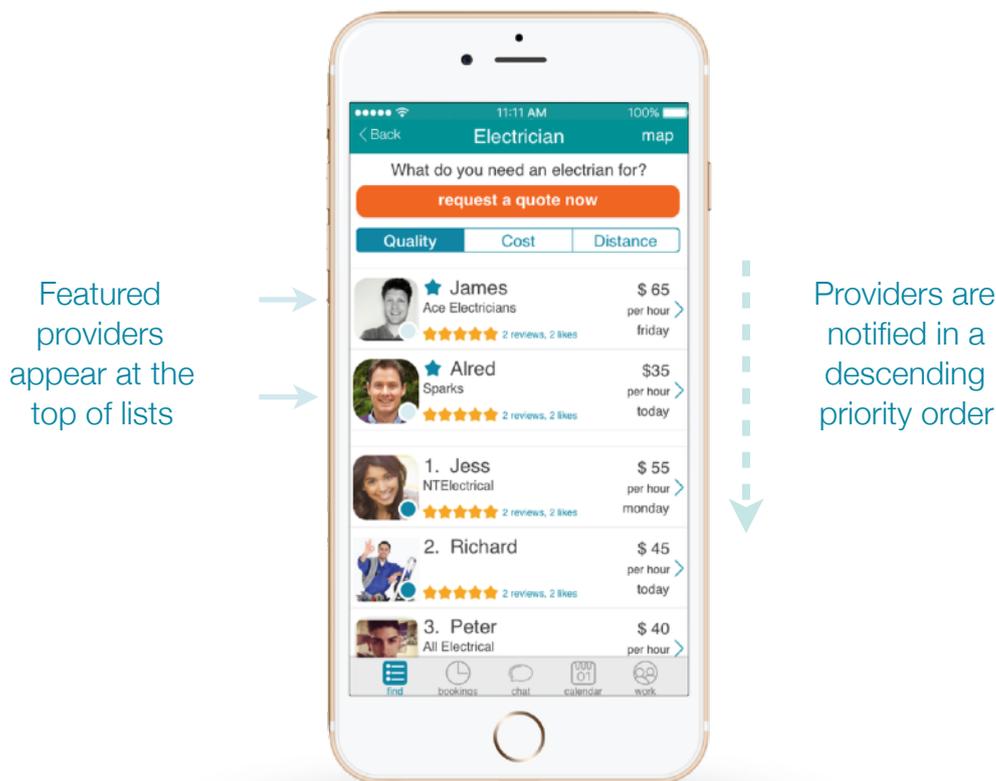


## 4.5. PROVIDER SUBSCRIPTIONS - CONTINUAL COIN DEMAND

Providers can opt to pay a monthly subscription in CAN for coveted “featured” status. Being featured means securing the top position, the greatest exposure, access to the most work, and priority notifications to job requests. To stay true to being a meritocracy, multiple featured providers are still ranked according to their profile points. This is a proven business model in existing platforms.

To control supply and demand, featured provider positions double in cost for each position to ensure that being featured is priced for a minority. For example, if the first position is 1 CAN per month, the next position will cost 2 CAN per month, and the next will be 4 CAN, etc. If a provider discontinues their position, it may cost them far more to re-enter, thereby encouraging them hold their subscription. The subscription is paid to the Asset Contract.

Conversely as the provider base grows, the starting cost halves. In this way the cost barrier of entry is balanced to demand in obscure service categories. Similarly, an automated price drop over a regular time period ensures that users are not out-priced in markets with poor-performing fiat currencies.



## 4.6. TRANSACTION FEE

✓ **FIAT Integrated**  
**Crypto Planned**

There is a small 1% transaction fee processed for every payment made on the platform, and is deducted from the provider’s payout. Compared to Uber, this is up to 25 times lower. Proceeds from the transaction fee are sent to the Asset Contract for dissemination.



## 5. CanYa Rewards

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Marketplaces are very responsive to network effects; the more providers list themselves, the more clients will use them. The team have built a native rewards system that incentivises the following user-behaviours:

- (1) Encouraging users to sign up and use the platform
- (2) Referring friends to the platform
- (3) Encouraging friends to use the platform

With the CanYaCoin, these behaviours can be encouraged and rewarded with tangible value.

### 5.1. FRIEND REFERRALS

✓ *FIAT Integrated*  
*Crypto Planned*

CanYa currently incentivises users to refer their friends to the platform by giving them \$10 credit. In the future, CanYaCoins will be issued for each successful referral. Each user is given a unique referral code and link, with valid referrals being tracked through this code.

### 5.2. WELCOME BONUS

✓ *FIAT Integrated*  
*Crypto Planned*

If a new user signs up with a friend's referral code they are immediately issued credit to encourage them to make their first transaction (currently \$10).

### 5.3. TRANSACTION CASH-BACK

*Planned*

CanYa will incentive users to make transactions by issuing a 5% cash back on each transaction. For example, if Tim pays his web-developer 100 CAN, then he will immediately receive 5 CAN coins after the transaction. This is a complete disruption of traditional payments, where users incur fees when they transact. With CanYa, they are paid to pay, rewarding active users.

### 5.4. COMMISSION PAYMENTS

✓ *FIAT Integrated*  
*Crypto Planned*

CanYa has an in-built incentive users to encourage their friends to use the app by issuing a 2-4% commission if their friend spends or earns in the platform. For example, if Bob refers Jane, for every 100 CAN Jane spends or earns, Bob will be paid 2 CAN. This will encourage users to refer power users and providers, in turn maximising adoption of the platform.



## 5.5. REWARDS POOL

*Planned*

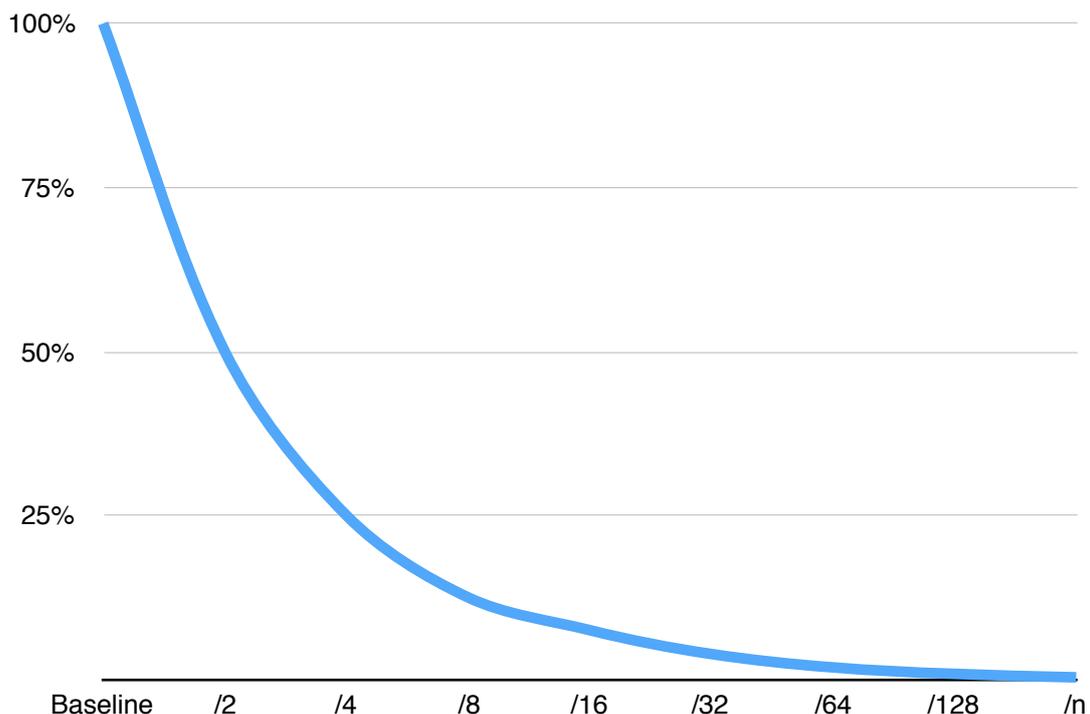
The Rewards Pool will hold 20% of the minted coins after the Coin Sale and will be held in a smart contract. Once the Coin Sale is completed, the total number of coins is recorded as the baseline amount. Each time the number of coins in the pool decreases by half, all rewards are also halved. In this manner, Rewards will constantly be issued, no matter the amount left, on an asymptote to zero.

The Rewards Pool is topped up monthly by allocation from the Asset Contract. If usage of the platform increases, the Asset Contract will increase the amount of contained in the Rewards pool, thereby returning the dissemination to an equilibrium.

**Reward Pool Token Dissemination**

Reward	Baseline	Baseline/2	Baseline/4	Baseline/n
Referrals (CAN)	10	5	2.5	10/n
Welcome (CAN)	10	5	2.5	10/n
Commission per transaction	5%	2.5%	1.25%	5/n%
Growth per month	1%	0.5%	0.25%	1/n%

**Reward Pool Decay Function**





## 6. Platform Growth & Currency Volatility

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CanYaCoin exhibits both stable currency properties, as well as being responsive to market demand.

### 6.1. GROWTH

Early adopters to the platform are rewarded from the initially generous Reward Pool, and refer their network. As the Reward Pool is exhausted, dissemination is reduced. As the user-base grows, providers list their services and are engaged by users. As the provider-base grows, some providers opt in to the freemium subscription model to distinguish themselves and increase exposure. As the transactional revenue and subscriptions increase, the rewards pool is topped up, allowing further reward dissemination.

As subscription count increases, demand for the coin increases. As demand for the coin increases, providers retain their payouts in crypto-currency, increasing scarcity.

### 6.2. PROTECTING AGAINST VOLATILITY

A coin with scarcity properties is not a favourable currency due to the consequential volatility from speculation. CanYaCoin is uniquely protected against this by its hedged escrow contract, which collateralises the value of the coin with a proven store-of-value in a trustless manner. As a result, whilst the coin is being utilised as a currency, its value is frozen and retains ideal currency properties. The proposed hedge can tolerate downside of 0.8, with further downside being partially protected.

Funds held in escrow are typically held for less than two weeks (from CanYa platform experience), which prevents CanYa's asset base being over-exposed to long-term fluctuations. Additionally, transactions are hedged on a per-transaction basis, and only escrowed funds are protected. This sensibly limits the liquidity pool exposure.

The market price of the coin can be derived from a market-price aggregator or a decentralised data-feed based on the Schelling Points mechanism proposed by Vitalik Buterin<sup>1</sup>. Market prices are aggregated, outliers are removed and correct submissions are rewarded.

The proposed store of value can even be based on gold-backed tokens, which guarantees the escrow with the stability of the most stable of all commodities: gold.

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<sup>1</sup> <https://blog.ethereum.org/2014/03/28/schellingcoin-a-minimal-trust-universal-data-feed/>



## 7. Decentralisation Roadmap

The team recognise that decentralisation is key for scalability and adoption of crypto, so have built a decentralised roadmap.

Aspect	Integration	Technology	Notes
<b>Payments</b>	Q1 2018	Ethereum	Using the ethereum blockchain to transact coins with smart contracts. Trustless hedged escrow, asset contract and reward dissemination.
<b>Governance</b>	Q3 2018	Ethereum	Coin-holders can perform curation, verification and arbitration.
<b>Storage</b>	2019	IPFS	Decentralised, low latency storage.
<b>Compute</b>	TBA	Fog/Mist Computing (SONM, Golem)	Decentralised computation.

Decentralised storage and compute technology is not mature and as such will unnecessarily hinder deployment. To minimise the technology risk, CanYa is launching a hybrid platform, with centralised compute & storage using traditional server architecture, but decentralised smart-contract payments. Aspects of governance will be integrated readily.

### 7.1. CURATION

Users submit new services, skills and licences to CanYa, which can be curated by nominated coin-holders. They earn CAN by performing this action, and in return help ensure the integrity of the platform.

### 7.2. ARBITRATION

Although less than 1% of jobs end up requiring arbitration, users can elect for arbitration for a small 5% fee if negotiation is fruitless. This fee can be paid to other delegated coin-holders to perform instead. In this way, the platform users help run the platform.



## 8. Budget

The indicated budget with the proposed coin sale proceeds is detailed below. Any budget deficit will be made up by CanYa revenue stream. The CanYa CTO has experience founding a tech company with 9 employees and over \$2m/year recurring revenue; these figures best represent his experience on company expenditure in Australia.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Central Services</b>						
Headcount	5	7	7	7	7	
Rent, software, legal	\$ 190,000	\$ 213,000	\$ 240,000	\$ 260,000	\$ 280,000	
Expense	\$ 670,000	\$ 885,000	\$ 912,000	\$ 932,000	\$ 952,000	
<b>Product Development</b>						
Headcount	12	15	20	20	20	
Expense	\$1,440,000	\$ 1,800,000	\$ 2,200,000	\$ 1,900,000	\$ 1,800,000	
<b>Global Expansion</b>						
Headcount	9	12	16	18	20	
Marketing	\$ 200,000	\$ 400,000	\$ 600,000	\$ 600,000	\$ 600,000	
Events/Contractors	\$ 660,000	\$ 1,200,000	\$ 1,600,000	\$ 1,800,000	\$ 2,100,000	
Expense	\$1,535,000	\$ 2,500,000	\$ 3,400,000	\$ 3,750,000	\$ 4,200,000	
<b>Governance</b>	\$ 120,000	\$ 156,000	\$ 202,800	\$ 263,640	\$ 342,732	
<b>Total Headcount</b>	26	34	43	45	47	
<b>Total Expenses</b>	\$4,815,000	\$ 7,154,000	\$ 9,154,800	\$ 9,505,640	\$10,274,732	\$40,904,172

### Central Services

CanYa will grow its central office in Melbourne, Australia by adding to the leadership and management team.

### Product Development

The platform will be enhanced with fully featured web-app and a desktop client. Chat-bot development and the machine learning layer development will be continued. Cryptocurrency payment layer, with required smart contracts.

### Global Expansion

CanYa will launch offices in Australia, South-east Asia, China, North America and Europe to support regional KYC/AML and customer service. These support centres will help expand CanYa's global presence. Centres will be responsible for regional marketing, PR and managing the regional user-base.



## 9. Roadmap

CanYa has been in existence since late 2015, and operational since late 2016. The team have global aspirations and maintain an aggressive timeline:

### Start

November 2015

The CanYa founders envisaged a global marketplace of services, emphasised on quality. Design started.

### MVP

December 2016

The CanYa founders self-funded and built an MVP app using fiat payment gateways. Launched as beta into Australia.

### Soft Launch

March 2017

Soft launched into a major Australian City. Rapid uptake with high organic growth. Web-app development starts.

### Pre-Sale

October 2017

Pre-Sale conducted to set a coin value and on-board key members.

### Coin Sale

November 2017

Coin Sale to raise capital to integrate a cryptocurrency payment layer between users, and to expand globally.

## CanYa 2.0

July 2018

In-app translation service, video calling, chat-bot, advanced desktop features.

## Global Launch

March 2018

Global launch. KYC/AML support centres in Europe, South-East Asia, North America, China and Australia. Fiat payment support with partner exchanges.

## Advanced Matching

October 2018

Advanced ML algorithms to smartly match the best providers with each job request.

## Decentralised

December 2018

CanYa will integrate features for users to assist with curation and arbitration.

## Decentralised 2.0

2019

The first of the storage and compute decentralisation aspects are integrated pending technology maturity.



## 10. Team

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### 10.1. FOUNDERS & CORE TEAM



**John-Paul Thorbjornsen, BTech**  
**CEO & Co-Founder**

JP finished school in the Top 1% of his state, earned a technology degree with First Class honours at UNSW, completed a distinguished 10 year career in the Australian Air Force as an officer and pilot before founding a technology company in 2015. Early bitcoin investor, placed as finalist in Australia's first Ethereum Hackathon, "RegHack - Melbourne". Leader, visionary, passionate. Tesla Model 3 on order.



**Rowan Willson, BSc**  
**CTO & Co-Founder**

Rowan grew up on config.sys hacks as a 10 year old and after compiling his first Linux 2.2 kernel hasn't looked back. Rowan graduated with a high distinction average at UNSW double majoring in maths & computer science. He also completed a successful 12 year career as a decorated pilot in the Australian Air Force, whilst concurrently founding and developing "OzRunways EFB" iOS app which revolutionised aviation in Australia. Rowan is a co-founder of CanYa and interests include machine learning, popular physics, aviation and music.



**Chris McLoughlin, BBus**  
**CMO & Co-Founder**

Chris completed a Business Degree with First Class honours before being employed as a pilot in the Australian Air Force. Chris is a fluent growth-hacker, growing CanYa's social media base from 0 to over 55,000 followers in 8 months. Chris runs a tight marketing team and is passionate about engaging the community. Early bitcoin investor, believes in a decentralised future.



## Jet Yap, BSc

### COO

Jet has more than 10 years of experience working for large global IT shared services organisations and international professional services firms assisting customers and partners to make better use of SAP ERP technology. Jet was trained in SAP Finance and Controlling R/3, SAP Security and SAP GRC Access Control and participated in large scale ERP rollouts, following industry leading practices such as Prince2, ASAP and ITIL V3. Jet has been mining Bitcoin since 2012, and placed as finalist in Australia's first Ethereum Hackathon, "RegHack - Melbourne".



## Surya Wongtomo, Blt

### Project Manager

Surya is a skilled and talented designer, developer and manager, running his own digital agency SWUX. Surya co-founded Brighton Peak Bitcoin Exchange and has been involved in cryptocurrencies since 2011. He is a r/cryptocurrency moderator.

## 10.2. TECH TEAM



## Juan Suarez, BSc **Lead Front-end Developer**

Creative full-stack developer with 16 years experience and wide industry experience.



## Shaun O'Reilly, Blt **Lead Back-end Developer**

Senior web-architect. Fluent on 14 software languages and 7 database systems. 25 years experience.



## Daniel Duckworth, BCs **Machine Learning Integration**

Founder of ServiceCrowd marketplace. ML and automation expert.



## 10.3. MARKETING AND OPS



### **Kyle Hornberg, BTech Lead Operations & Co-founder**

Air Force Operational Manager. Leader, innovator, investor. Co-founded CanYa and runs a very tight operations team.



### **Steve Meacham, MBA Online Marketing**

Entrepreneur. Co-founder Crowdvenience marketplace. President of 100% gingers society (if that really existed!). Web developer. Marketing specialist.



### **James Waugh, BA Community Manager**

James found cryptocurrencies in early 2015 and ventured down the Blockchain rabbit hole. After years of active engagement in the crypto-community he has developed a deep understanding of Blockchain technologies and Ethereum projects. This, in combination with an outgoing attitude, makes for an engaging ICO community manager.



### **Steph McLoughlin, BA Assistant Community Manager**

Communications Coordinator for GESB, the Government Employees Superannuation Board. Engaging and attentive, she helps lead the way in social engagement.



### **Jacinta Kelly, BEng Customer Service**

Customer Service super-star. Jacinta leads a larger team of Support Agents that provide assistance across our many customer service platforms.



## 10.4. ADVISORY BOARD



### **David Moskowitz** CEO Indorse, CEO Attores

CEO of Indorse.io, a decentralized network for professionals, which allows members to be rewarded for posting their skills and accomplishments. CEO of Attores, which enables data and document security using smart contracts and blockchain technology. Board member of ACCESS The Singapore Cryptocurrency and Blockchain Industry Association.



### **Josh Buirski** Distributed Technologies Institute

Founder & Partner at Distributed Technologies Institute Pty. Ltd



### **KC Chng** CEO & CoFounder Digix

CEO of Digix - a gold-backed token with zero fractional reserves. One of the first ICOs conducted on Ethereum with over 465k Ether raised. Digix is also an asset tokenisation platform, allowing traditional assets to be tokenised.



### **Karen Hsu** Head of Growth - BlockCypher

Finding and scaling product/market fit for small and large companies. Product strategy, Go-to-Market strategy and Execution, Business Development, Sales and more.



### **Layla Tabatabaie** Attorney, Author, Advisor

New York attorney, author, and digital marketer. Over six years of branding, fundraising, digital marketing, PR, and copywriting for VC-backed apps, blockchain companies and chatbots.



### **David Mata** Founder, BlockBits Capital

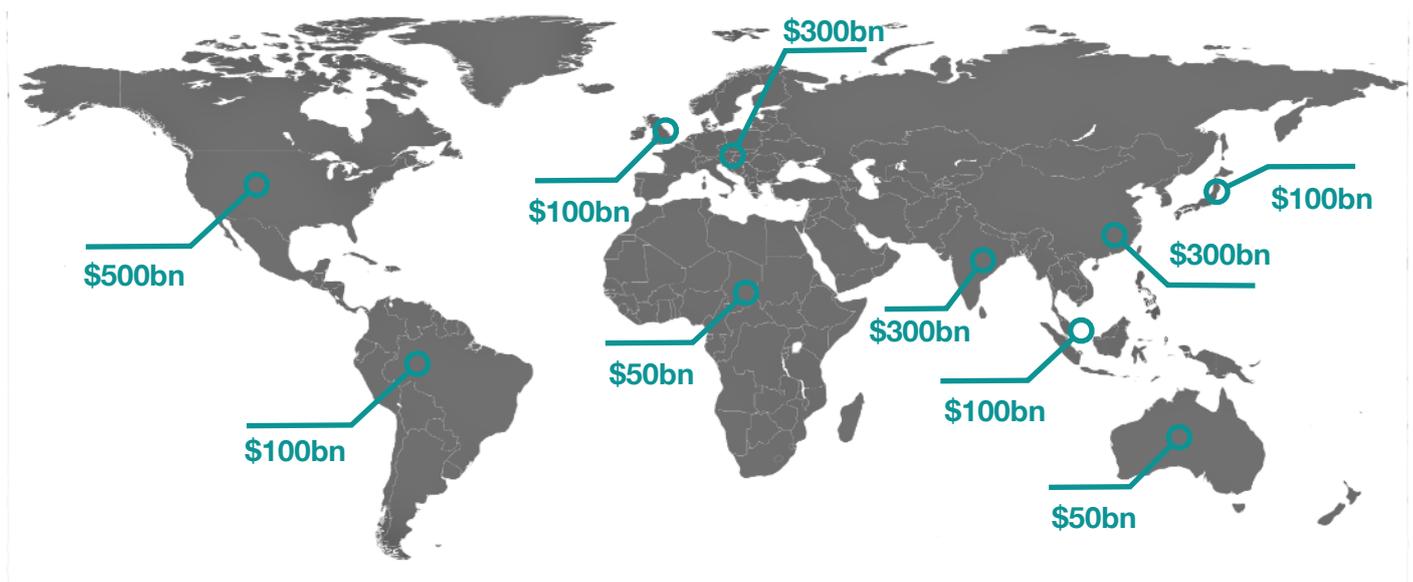
Chief Product Officer for Prizm Labs and expert in the F2P space, specifically in operations and the architecture of monetization and micro-transactions.



# 11. Market

## 11.1. INDUSTRY SIZE

The “gig-economy” is comprised of freelancers, tradespeople, home service providers, digital service providers and self-employed professionals. It is growing extremely fast as more and more people prefer flexibility and control over their careers. It is forecasted to grow towards 40% of the global workforce in the next ten years, with over 200 million workers and with a total annual transaction volume approaching \$2tn<sup>2</sup>. In China, India and South East Asia combined, it will approach \$1tn in annual transaction volume in the next five years.



Global transaction volume for services

<sup>2</sup> [Gig economy valuation](#)



## 11.2. USA ADDRESSABLE MARKET

America has a population of 320 million people with over 50 million involved in the gig-economy<sup>3</sup>. Information extracted from the US Census and IRS tax codes paints a clear \$1tn industry in relevant services<sup>4</sup>. The industry is set to increase dramatically over the next 5 years as technology lowers the barriers of entry.

USA - Tax Codes

Sector	Size
Other Services	\$577BN
Repair & Maintenance	\$184BN
Personal Services	\$162BN
Civic, Professional	\$230BN
Delivery Services	\$78BN
<b>Total</b>	<b>\$1.3TN</b>

## 11.3. INDIA ADDRESSABLE MARKET

India is an emerging economy with the 94% of its 478 million<sup>5</sup> workforce in “unorganised” work activity<sup>6</sup>: This presents a significant opportunity, as this unorganised sector contributes 57% to India's GDP of \$2tn<sup>7</sup>. Further, the unorganised sector is more likely to be engaged in the peer-peer services and retail market<sup>8</sup> and is thus suitable to use CanYa. Smartphone ownership has leapfrogged desktop/laptop, and for most, is the only source of the internet in India. The total market can be estimated to be \$USD300bn in India, factoring in smartphone ownership and the existing market size.

<sup>3</sup> <https://www.upwork.com/press/2016/10/06/freelancing-in-america-2016/>

<sup>4</sup> <https://www.census.gov/services/index.html>

<sup>5</sup> <http://www.nationmaster.com/country-info/profiles/India/Labor>

<sup>6</sup> [http://planningcommission.nic.in/aboutus/committee/wrkgrp11/wg11\\_rplabr.pdf](http://planningcommission.nic.in/aboutus/committee/wrkgrp11/wg11_rplabr.pdf)

<sup>7</sup> <http://www.tradingeconomics.com/india/indicators>

<sup>8</sup> [http://planningcommission.nic.in/aboutus/committee/wrkgrp11/wg11\\_rplabr.pdf](http://planningcommission.nic.in/aboutus/committee/wrkgrp11/wg11_rplabr.pdf)



## 11.4. CHINA ADDRESSABLE MARKET

China have a population of 1.3bn, a GDP of \$11tn, with 36% of their 800 mn labour force in the services industry<sup>9</sup>. 40% of China's workforce are classified as urban employed, (370 mn) and of this, 20% work in "other firm types" as opposed to state or collective-owned entities (implying self-employed or non-agency workers)<sup>10</sup>. Of the "other firm types", 3% work in Household Services, 5% work in Construction and 9% work in Other industries (as a percentage of overall urban employed force). This implies an industry of 84 million workers on an average wage of 40,000 CanYa - \$USD500bn pa. Other factors include a very large migrant worker growth, who predominantly work in the private sector, a large rural to urban shift, and aforementioned growth in the private sector<sup>11</sup>. China's smartphone penetration is 40%<sup>12</sup>. Conservatively the market in China can be assessed to be \$USD 500bn.

## 11.5. GLOBAL ADDRESSABLE MARKET

For a global assessment we can be extrapolate from the biggest markets, India, China and USA and conservatively arrive at 200 million workers and a total annual transaction volume approaching \$2tn, with an annual growth of 10%.

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<sup>9</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/ch.html>

<sup>10</sup> <http://www.rba.gov.au/publications/bulletin/2011/sep/pdf/bu-0911-4.pdf>

<sup>11</sup> <http://www.rba.gov.au/publications/bulletin/2011/sep/pdf/bu-0911-4.pdf>

<sup>12</sup> <https://www.statista.com/statistics/321482/smartphone-user-penetration-in-china/>



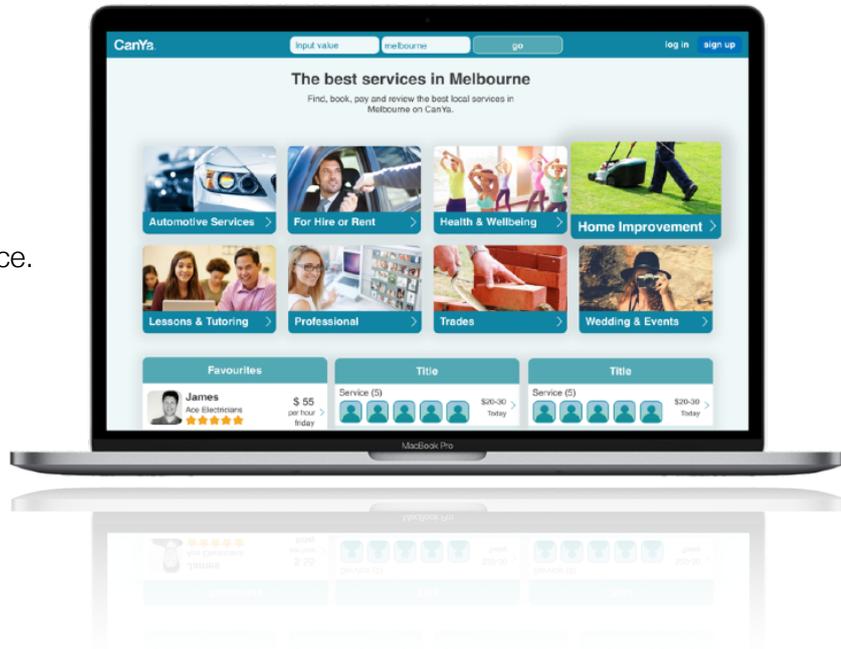
# 12. Current CanYa App Features

## 12.1. ONBOARD & SEARCH

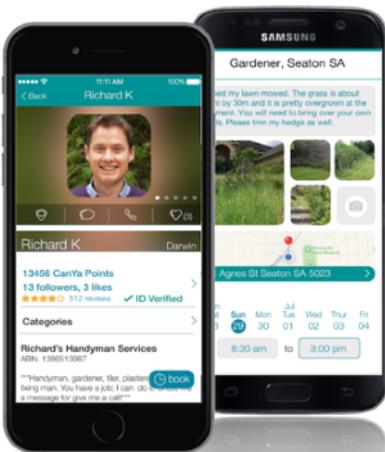
Users experience a secure password-free login experience that takes less than a minute. Upon launch, they can search over 200 services in any location they need.

Providers can be ranked by price, rating or distance. A map view shows a top-down view of providers.

Users can choose a provider and see details, including verifications, business information, availability and prices.



## 12.2. BOOKING & QUOTES



In a few taps, users can perform three types of bookings: a direct booking with a provider, a broadcast booking to a group of providers, or post a task to every provider.

Users can detail the job, add photos, set a location and detail a time to complete the job. Users can choose a single booking, a recurring booking or even an instant booking.

Once quoted, a user can accept, negotiate or decline.

## 12.3. CHAT, CALL, VIDEO

The CanYa app includes free media-rich chat, HD voice calling and even video calling (to be implemented). Users can add other members to their jobs and experience multi-user chat groups to organise bookings.

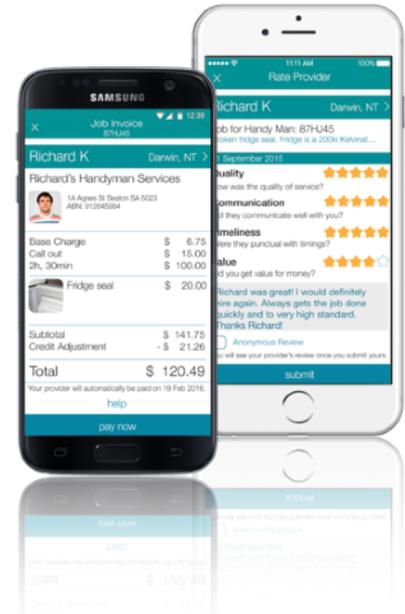




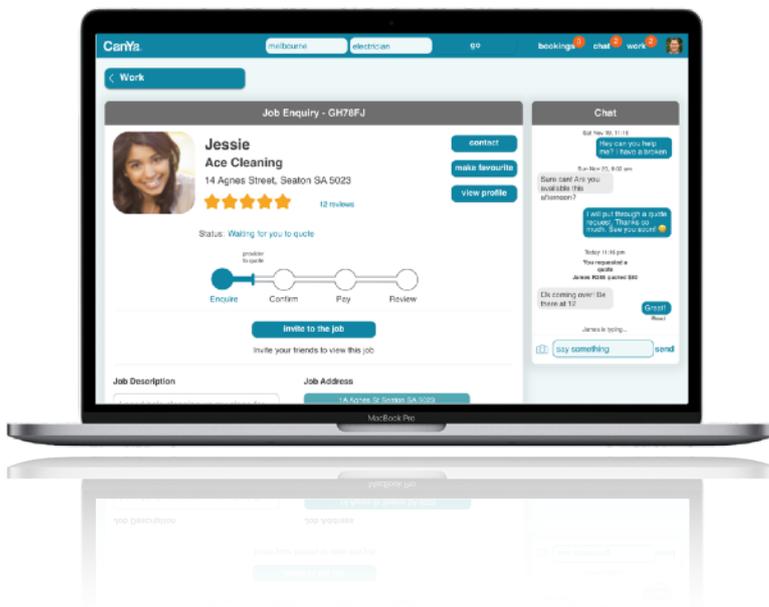
## 12.4. PAYMENTS AND REVIEWS

Users receive invoices, can export to PDF, pay for jobs and review providers. Payment is currently performed by credit card and cash.

Invoices are fully inclusive of GST (where appropriate) and are automatically collated to produce a BAS tax statement. Both the invoices and statements can be exported to PDF and emailed.



## 12.5. PROVIDER FEATURES

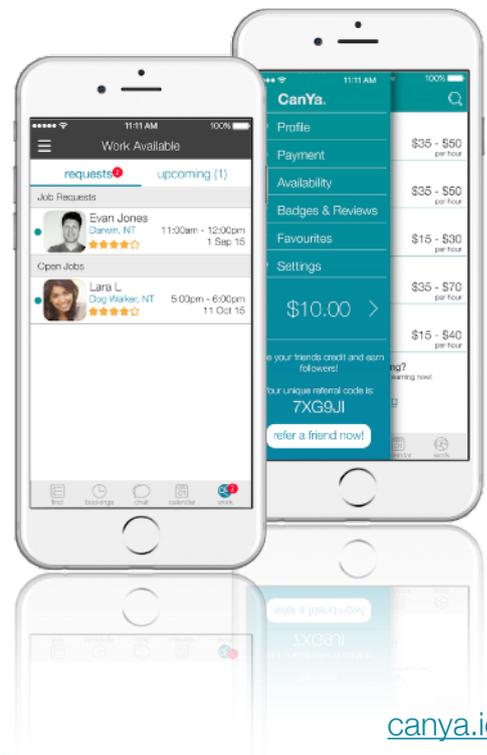


Providers can add multiple listings, with snooze and draft features. Providers have a single calendar to manage all their availability. Providers can send quotes, set to be instantly booked and receive recurring bookings.

Providers can amend quotes and invoices at any time.

## 12.6. ENGAGEMENT ENGINE

CanYa includes both an in-built referral engine and an engagement engine to maximise organic growth. Users can refer friends by sharing links and smart email and push notifications encourage users to engage with content regularly.



## 13. Summary

CanYa will be the world's best autonomous marketplace of services. Combining an open meritocracy with cryptocurrency payments, an exciting rewards system that returns value to power users, advanced matching, multi-lingual support and decentralised aspects, CanYa is the first true global services platform.

CanYa will help accelerate the mainstream adoption of cryptocurrencies.





# 14. Due Diligence

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## 14.1. COIN SALE RISKS

### Coins

CanYaCoins are not securities, equity or profit-share mechanisms. Coin sale members should understand the risk of purchasing coins and read this CanYa whitepaper in full before participating. CanYa staff are available to answer any questions at <https://canya.io> live-chat and [support@canya.io](mailto:support@canya.io)

### Technical Risk

The CanYaCoin contract is based on the ERC20 standard. All efforts will be made to ensure the contract is free from technical bugs but once submitted to the Ethereum network, it is unable to be modified. Contributors should be intimate with Ethereum and blockchain technology to understand these risks. Contributors should understand the risks around private key storage and transmission.

### Hackers and criminal intervention

The CanYaCoin contract address will be made available via <https://canya.io>. History has shown that sometimes criminal elements attempt to take over computer and email servers in order to trick people into sending money to the wrong address. This may include social engineering. CanYa will implement all best practice security measures to thwart potential attacks. Contributors must make all reasonable efforts and follow all instructions from CanYa to ensure they are dealing with the correct contract address. Contributors should not use any smart-contract address published outside of <https://canya.io> as it could be a scammer pretending to represent CanYa. Buyers should follow all security best-practice procedures as directed by CanYa.

### Tax & Regulatory risk

The coin buyer must conduct their own due diligence to ensure that the jurisdiction they operate in complies with all local laws regarding cryptocurrency, tax, securities and other regulations. The CanYaCoin Sale may in the future be subject to local regulation.



## 14.2. DISCLAIMER

This material is provided by CanYa Services Pty. Ltd. (“CanYa”, the “Company”), for informational purposes only, and is not an offer or a solicitation to buy or sell any securities or other financial instruments. Coins are not intended for speculation and afford the holder no rights in, or claims to, any of the assets of CanYa or to in any way share in any profits that CanYa may achieve. Interested parties acknowledge agreeing to the Privacy Policy, and Terms and Conditions. This document is subject to change and must be accompanied by the previously agreed to documents, which remains in effect regardless of purchase decisions.

This paper describes the current vision for the CanYa Platform. While we intend to attempt to realise this vision, please recognise that it is dependent on quite a number of factors and subject to quite a number of risks. It is entirely possible that the CanYa Platform will never be implemented or adopted, or that only a portion of our vision will be realised. We do not guarantee, represent or warrant any of the statements in this paper, because they are based on our current beliefs, expectations and assumptions, about which there can be no assurance due to various anticipated and unanticipated events that may occur.

Please know that we plan to work hard in seeking to achieve the vision laid out in this paper, but that you cannot rely on any of it coming true. Blockchain, cryptocurrencies and other aspects of our technology and these markets are in their infancy and will be subject to many challenges, competition, regulation and a changing environment. We will try to update our community as things grow and change, but undertake no obligation to do so.

Interested parties acknowledge that the CanYa Platform, as described in the CanYa whitepaper, may never in fact operate as intended. A CanYaCoin is intended solely as a mechanism for using the services offered through the CanYa Platform. As such, the CanYaCoin may have a value of zero. CanYaCoins are not for speculative investment. No promises of future performance or value are or will be made with respect to CanYaCoins, including no promise of inherent value, no promise of continuing payments, and no guarantee that CanYaCoins will hold any particular value. CanYaCoins are not participation in the Company and hold no rights in said company. All proceeds received by Company may be spent freely by Company absent any conditions.