



# HJCoin - a Haggglejob Opportunity

Financing Sustainable Online Solutions

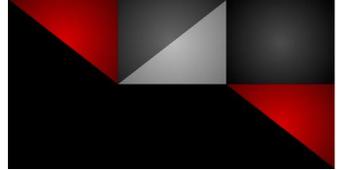
## Abstract Vision

The HJcoin mission is to build a liaison between multiple industries in bridging the gap between employer, employee, and unlimited revenue streams that showcase talents and services. Through a secure and trustworthy digital content sharing platform, HJcoin will support a vertically integrated system to exchange information. The visionary ICO goal is to achieve 15 million in revenue to support the continued development of Haggglejob.com. The proceeds from the ICO will be allocated in the following categories: development, marketing, operations, facilitating IPO, and attracting corporate partners.

White Paper

July 30, 2017

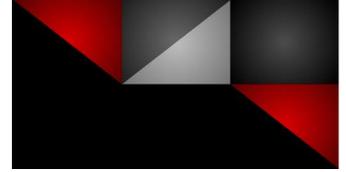




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## **Executive Summary**

HaggleJob.com is in the business of brokering the markets between labor buyers and labor sellers. HaggleJob.com strives to be the accepted emerging model for employment and project fulfillment. The all-encompassing platform of the HaggleJob.com website facilitates the discovery, networking, negotiation, and closing process for individuals and businesses seeking labor arrangements. Simply stated, the HaggleJob.com platform provides labor solutions for those seeking employment with those offering a piece of work, contracted projects, part-time and full-time employment, as well as long term career opportunities.

HaggleJob.com is not just another job seeker database. This platform is like no other, providing labor solutions for every type of work in every type of arrangement; be it full-time students looking to make a few bucks on the side in their local neighborhood, a high-tech startup looking for programmers willing to work for low pay and a piece of the company's equity, a restaurant seeking a new cleaning service for their franchisees, or the venture capitalist looking for the next promising investment.

The Executive Management at HaggleJob.com believes that by combining the capabilities of video and pictures with projects and resumes, alongside sound business strategies and constant updating of technology, HaggleJob.com will become the standard and most effective solution to the ever-increasing global problem of employment fulfillment.

The goal of our executive team is to continually evolve in meeting the overall needs of our clients by offering an all-inclusive resource that transcends all other online options.

## **II. Industry Research**

HaggleJob.com is part of the industry defined as Online Recruitment Sites. Online recruitment sites primarily charge employers to list job openings; though they may also earn revenue via ad placement on job listings. Operators also design and maintain databases of resumes and candidate profiles for use by employers and other recruitment agencies. Enterprises in this industry are based entirely online; therefore, traditional recruiting agencies and staffing companies are not included.

With thousands of other job listings competing, traditional digital job boards fail in helping companies find their ideal candidates. HaggleJob goes beyond these limited digital job boards to make sure ads are being seen by the right candidate. This feat is accomplished by offering a range of technological tools to find the people that fit the ideal employee profile.

## **III. Problem Definition**





**HaggleJob.com** has been created to replace the current broken system of human resourcing and recruitment.

Online recruiting sites are quickly replacing traditional recruiting efforts. Yet, many qualified candidates are easily overlooked in this endless void of words floating in a paperless world. Recruiters are bombarded with traditional resumes.

Current Online Recruiting Concerns:

- The right people are not in the right place
- Current options lack ability to individualize
- Minimal employer and potential employee interaction
- Job postings are duplicated and convoluted netting unpredictable results
- Costs are not aligned to results

#### **IV. High-Level Solution**

The Executive Management at HaggleJob.com believes that by combining the capabilities of video and pictures with projects and resumes, alongside sound business strategies and constant updating of technology, HaggleJob.com will become the standard and most effective solution to the ever-increasing global problem of employment fulfillment.

HaggleJob.com website facilitates the discovery, networking, negotiation, and closing process for individuals and businesses seeking labor arrangements. The website is a one-stop-shop that allows individuals and/or companies to post work or business opportunities. HaggleJob.com provides peer-to-peer services for labor and contract fulfillment at every conceivable level.

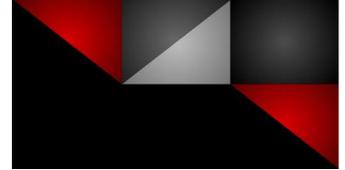
The information is discoverable by all types of opportunity seekers from any location, under any agreement terms, without extracting excessive fees and tariffs for its service.

The main competitive advantage of HaggleJob.com over other similar job seeking platforms is an all-in-one, fully encompassing solution for employees, employers and entrepreneurs who desire to interact with principals and stakeholders only, removing the middleman from negotiations and contracts. HaggleJob.com makes the industry both more economical and efficient. Our approach solves the problem that exists with the current broken employment recruiting model.

#### **V. Solution Details**

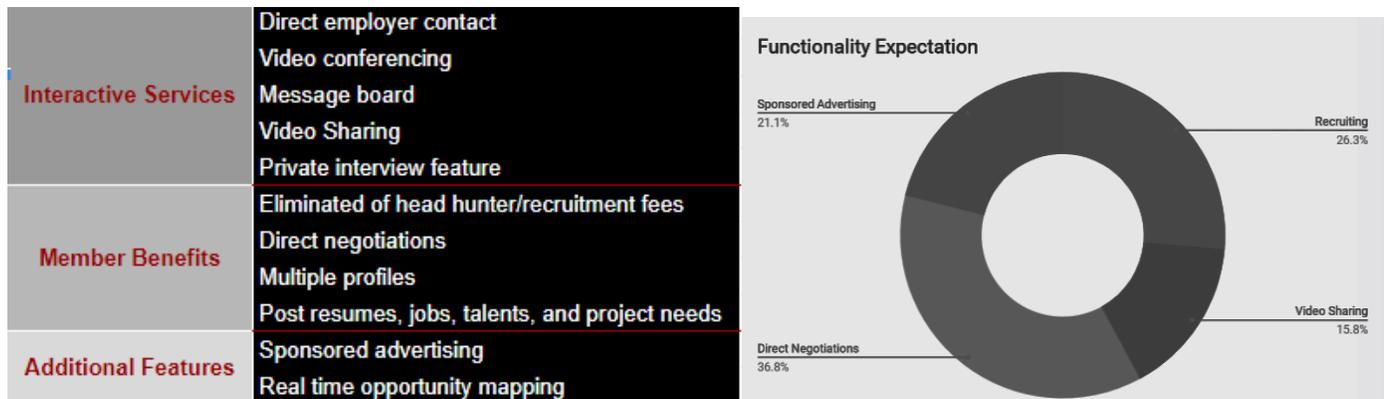
Current functionality of site offers many cutting-edge tools to help subscribers strive for excellence. Our services address the current broken system and allow our subscribers to attract the attention they want.





With Haggglejob, the creators developed a comprehensive tool that helps subscribers stand out among the sea of paper by using technology to showcase talents.

Each subscriber can create one or more resumes. Creating multiple resumes allows users to submit specific information to potential employers. Subscribers can follow other members and initiate private communication. Below breaks out some of the options available to subscribers of Haggglejob.com and expectations of content.



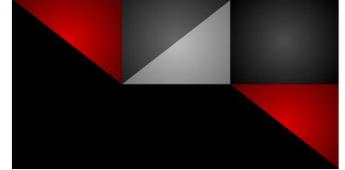
Haggglejob goes beyond the current competitors by also offering an environment that transcends beyond traditional online recruiting sites. Below are additional offerings that help our subscribers maximize potential through one member login.

- All-inclusive resource
- Direct negotiation with scalable broker fees
- Standard free access with upgrade capabilities
  - Networking technology, sponsor advertising space, and multiple platform interface
- Resume customization - with multiple profile capability
- Ability to create unique job postings
- Advertisement creation
- Leverages technology to increase results
- Brings seekers and those seeking together across the globe

## VI. Business Benefits

The Online Recruitment Sites industry is expected to continue growing over the next five years. Stronger employment opportunities will support new industry growth, while greater diversification in services will help





drive up profit margins. Industry revenue is anticipated to expand as the recruiting industry conducts more services online. Meanwhile, improving macroeconomic conditions in the United States and beyond will encourage new businesses to enter the market and expand the size of their workforce. These companies are likely to use online recruitment platforms to post jobs and find the best candidates, thereby boosting demand for industry services.

The industry will also benefit from the continuing evolution of web services and the way job candidates interact with potential employers online via social or professional media networks. Demand for mobile recruiting services is expected to grow as greater smartphone functionality and faster internet speeds encourage consumers to rely more on mobile devices for everyday tasks. Overall, industry revenue is projected to grow an annualized 6.9% to \$5.2 billion over the five years to 2021, including anticipated growth of 6.2% in 2017. Key industry drivers further discussed as follows.

Hagglejob uses technology combined with flexibility to address this market overwhelmed in underpotential.

- Site combines the best technology on a single interface
- Amenities provide flexibility to customize profiles for better results
- Unique experience to showcase both employers and those seeking employment
- High visibility with influential entities (see letter)
- Rapid, global exposure contributing to subscriber growth
- Visionary team of experienced executives

Below is a conservative revenue projection, based on first month subscriber value, increasing at a 4% monthly rate of subscriber acquisition.

Ways to Monetize	Price	Reoccurring	Monthly Rate of Increase	# of Subscribers	Year 1	Year 2	Year 3	Year 4	Year 5
Haggle Promos	\$2.99	No	10.00%	500	\$31,969.50	\$100,334.00	\$314,891.07	\$3,101,592.87	\$9,734,127.06
Music Sales	\$1.00	No	4.00%	500	\$7,512.90	\$12,028.40	\$19,257.85	\$49,363.74	\$79,032.94
Additional Advertised Profiles	\$2.00	Yes	4.00%	5000	\$906,709.42	\$3,254,767.65	\$7,014,084.53	\$22,669,144.58	\$38,097,127.50
Event Calendar	\$2.00	No	4.00%	1000	\$30,051.61	\$48,113.60	\$77,031.42	\$197,454.96	\$316,131.75
Tier Add-on 1 Pkg	\$3.00	Yes	5.00%	1000	\$93,317.06	\$356,679.50	\$829,640.59	\$3,204,357.58	\$5,943,661.29
Tier Add-on 2 Pkg	\$3.00	Yes	5.00%	1000	\$187,576.72	\$716,961.82	\$1,667,661.39	\$6,441,082.40	\$11,947,359.55
Premium Memberships	\$5.00	Yes	5.00%	1000	\$471,298.28	\$1,801,411.60	\$4,190,104.00	\$16,183,624.12	\$30,018,491.34
Full Resume Access	\$9.99	Yes	3.00%	1500	\$1,307,586.33	\$4,416,316.20	\$8,848,621.66	\$24,177,993.83	\$37,024,048.68
Food Truck Finder	\$9.99	Yes	2.00%	50	\$41,966.28	\$133,615.46	\$249,848.77	\$584,214.71	\$821,317.58
					\$3,036,021.83	\$10,706,612.76	\$22,961,292.52	\$76,024,614.07	\$133,159,980.11

## Financial Expectations



Total Cash Flow, five years: \$245,888,521

Ongoing Annual Operating Expense: \$2,834,500

IRR: 103.53% NPV @2.33% (10YT): \$207,585,537

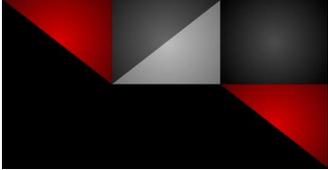
## VII. Marketing Objectives

An effective and ongoing public relations effort will be essential in maintaining and reinforcing the efficiency of the advertising program. Below are a few target objectives:

- Networking
- Special events and promotional activities
- Appropriate press releases
- Media kits and corporate identity programs
- Active social media interaction
- Conduct college seminars - Educating Our Future
- Sponsor Charitable Events
- Commercial Advertising

### Supporting Financial Indicators





## Targeted Marketing:

- Television
- Social media
- College campus exposure
- Securing major advertising partners

## VIII. Summary

**HaggleJob.com** strives to infiltrate and dominate the global labor fulfillment marketplace. Within the first 6 months of official launch, the company strives to achieve 500,000 subscribers through targeted objectives defined earlier. Within 5 years, the company is targeted to achieve critical mass at 3 million subscribers. After critical mass is achieved, the creators of Hagglejob strive to escalate investor return by facilitating IPO and attracting corporate partners. The startup goals are to raise sufficient capital to provide plant, power, and equipment necessary to host our own sites on local secure servers and to hire a competent technical staff that will assist the CTO in programming and development moving forward.





Even in our infancy stage, Haggglejob has already attracted the attention of influential parties as noted below.



3/14/2017

**Google Inc.**  
1600 Amphitheatre Parkway  
Mountain View, CA 94043

Dear Mr. Meyers,

As both a fraternity brother and professional, I have continued to follow the journey that is haggglejob.com. Recently, I watched your latest segment on Fox40. I was amazed at how comfortable you have become on the show. Your confidence and passion was impressive to say the least. And your subtle homage to Google was both gutsy and smart. As for the viewers watching the show, you displayed a genuine desire to help people. And you did it through a television screen. I would like to inquire the possibility of another discussion. I'm curious as to what's happen since our last conversation back in 2011.

As the Senior Vice President of Corporate Development and Chief Legal Counselor of Google. I believe haggglejob.com is truly on to something that could be the next quantum shift in how people communicate with regards to marketing and advertisement.

Thank you for your time and consideration. I look forward to speaking with you about this exciting opportunity.

Yours faithfully

A handwritten signature in black ink, appearing to read "David C. Drummond", is written over a light gray rectangular background.

David C. Drummond  
Senior Vice President, Corporate Development and Chief Legal Officer





## **IX. Value Proposition**

The visionary ICO goal is to achieve 15 million in revenue to support the continued development of Haggglejob.com. The proceeds from the ICO will be allocated in the following categories: development, marketing, operations, facilitating IPO, and attracting corporate partners. HagggleCoin is based on the Ethereum ERC20 token. Which is the standard for most ICOS.

Additionally, each HagggleCoin offered shall be redeemable through any platform owned or operated by Haggglejob.com. The coin shall be redeemable for one month premium employer job listing or equivalent value thereof at the time of redemption for any service or product available through the Company. If the holder of the HagggleCoin elects to redeem on a Haggglejob.com platform for services and products offered by the Company, a member account and profile must be established and the present value at the time of redemption shall be credited to the member account.

### **ICO Offering:**

#### **1. Summary**

Once 25 million tokens are sold we will close the smart contract and disperse Haggglecoin to all participants of the ICO.

#### **2. Token Supply**

During the ICO there will be a limited supply of 25 million HagggleCOin The coins cost is .6 usd per one HGL(HagggleCOin). The current rate of ether to usd will determine how much HGL you receive once the ICO is completed.

#### **2. Decimals**

18 decimals





## X. Research

The Online Recruitment Sites industry has experienced rapid growth over the past five years, with revenue gains averaging 12.7% per year. As a result, revenue is expected to reach \$3.9 billion in 2017. Wages account for the single largest expense for industry operators. In 2017, aggregate labor costs account for 40.2% of revenue, down marginally from 41.0% in 2011.

According to new research, 78% of internet users conduct product research online (Source: Hubspot). This has changed the game for the marketing companies relying on outbound marketing approaches, such as email newsletter campaigns, TV advertising and telemarketing. But these (often costly) approaches are becoming less effective day by day. This is because more people are online than ever before.

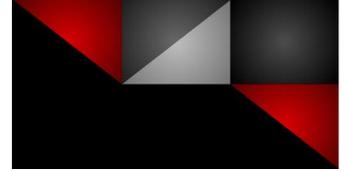
Premium career services and subscriptions are estimated to generate 57.6% of revenue in 2017. Most online recruitment sites, require employers to pay a premium to post job openings.

Advertising and fees are projected to account for 34.7% of revenue in 2017. Sales and marketing are expected to account for 7.7% of revenue in 2017.

Marketing expenses, which include online and broadcast advertising, are estimated to account for 19.1% of revenue. This cost category has grown over the past five years, especially among larger players that are seeking to expand their share of the market and maximize the amount of traffic coming through their websites. Additionally, the need for participants to differentiate themselves has increased as smaller niche recruitment sites enter the industry, calling for more expenditure on marketing and advertising.

### Important Facts:

- BeHiring reports 427,000 resumes are posted on Monster every week.
  - TheLadders reports that recruiters only spend 6 seconds scanning an online resume.
  - Recruiters report that 50% of applicants fail to meet the minimum job requirements.
  - **30 percent and 50 percent** of all recruiting efforts are classified by corporations as a failure.
- 



## Competitive Research

Profit projects are in part based upon competitive research acquired from online sites that offer some of the services provided at Haggglejob. However, an important distinction is a lack of an online site that offers all the services provided by Haggglejob through one profile.

LinkedIn Corp.

2029 Stierlin Ct. Ste. 200

Mountain View, CA 94043

[www.linkedin.com](http://www.linkedin.com)

Annual 2015 Revenue: \$2.99 Billion

Founded in 2002, LinkedIn Corp. has grown from a small, Silicon Valley start-up to one of the largest professional networking websites in the world. The company provides a platform that allows members to manage contacts and share their qualifications and personal information digitally with others. Furthermore, the website allows members to seek jobs through online listings and recruiter programs. LinkedIn now has over 6,800 full-time workers in 30 offices worldwide. Across all business segments and geographic regions, LinkedIn generated over \$2.2 billion in net sales in 2014 (latest annual data), up 45.1% from the year before. LinkedIn's online network currently consists of more than 364 million members from over 200 countries. During the past two years, the company has focused more on expanding into foreign markets; in 2014, over 70.0% of new members were from outside of the United States.

Craigslist

222 Sutter Street, Fl 9

San Francisco, CA 94108

[www.craigslist.org](http://www.craigslist.org)

Estimated Annual 2015 Revenue: \$381 million

Online community bulletin board Craigslist was founded by computer programmer Craig Newmark, who in 1995 began informing people of events in San Francisco through a list server. The service later evolved into a Web forum for locals in metropolitan areas across the globe to post listings for jobs, housing, companionship and dating, the sale of goods and services, events, and additional community information. The firm charges businesses a fee to post job openings on about 20 major city sites; brokered apartment listings in New York City; and certain therapeutic listings; the rest of the service is free. Auction firm eBay owns about 30% of craigslist.





Angie's List, Inc.  
1030 E Washington Street  
Indianapolis, IN 46202  
[www.angieslist.com](http://www.angieslist.com)  
2015 sales: \$344.13 million

Angie's List provides consumer ratings on companies in the service industry. Consumers rate local providers in more than 550 business service categories, including roofing, plumbing, home remodeling, and doctors. The company has amassed a collection of some 2.2 million reviews, receiving about 40,000 new reviews each month from consumers in 175 markets across the US. Revenues come from ads and subscription fees. Angie's List has more than 1 million paying members who access ratings and reviews via AngiesList.com and Angie's List Magazine. The firm was founded by Angie Hicks and Bill Oesterle in 1995. It filed to go public in 2011.

Angie's List joined the current spate of Internet public offerings, which include buzzed-about companies such as LinkedIn and Groupon. It raised some \$114 million in the offering, which it is using to fund its advertising strategy and for general corporate purposes.

