



HELIX HILLS

DECENTRALIZED SERVICE MARKET

HELIXHILLS using blockchain infrastructure to help consumers, service providers, and professional consultants automate the algorithms for selecting business partners and concluding deals, record interaction time and bill the relevant parties using corresponding tariffs, and provide instant loans to reliable users.

WHITEPAPER

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1. INTRODUCTION

Limitless needs and limited opportunities create deterministic demand.

More than 5 billion people want to increase their income every day, no matter how much they earn and whether they have a permanent place of work.

These two entities give birth to a Services Market that exists as long as there is a society.



Therefore, the creators of the **HELIXHILLS** project have seen the prospect of uniting such concepts as a Market Service, Blockchain Technologies and Smart contracts for the first time creating a truly unique **DECENTRALIZED MARKET OF SERVICES**, in which smart contracts will be used for their intended purposes and tokens will receive a value of true money secured by the most popular resources on the planet: **The Professional Skills of People!**

In the HELIXHILLS eco-system, Smart contracts are used for their intended purposes and tokens receive a value of true money secured by the most popular resources on the planet: The Professional Skills of People!

Everything is simple with **HELIXHILLS**.

HELIXHILLS is created for people to pursue two main objectives:

- To order services;
- To earn while providing services;

The process of ordering the service is as convenient and simple as buying a chocolate bar in a supermarket: Wanted-Received.

The purpose of **HELIXHILLS** is to satisfy the needs of the customer and generate income for the executor at a time when they need it.

At the same time, platform users become active participants in the Blockchain network, executing works in the real world.

This is a unique opportunity to earn as many tokens as you like and use them like money. Paying for future work inside and beyond **HELIXHILLS**, or use them as financial instruments: to trade tokens on the stock exchange, to accumulate. **Just imagine how popular the HELIXHILLS token will become.**

The Market for Individual Services has long needed a restructuring of its technical base. A reconstruction which will give a new impetus to its development, taking into account a key industry features. **Blockchain along with other technologies in the IT sphere can change it.**

And finally, thanks to the **HELIXHILL** tokens, each participant of the platform will be able to join the modern tools of earnings, which are now accessible mainly to a limited number of people in the sphere of Crypto-technology.

Creating our project, we also strive to make our significant to the development of blockchain technology. Each of us can act as the customer and the executor. So, each of us will become the owner of **HELIXHILL** tokens and will contribute to the spread of blockchain technologies in everyday life.

2. TREND

2.1. MARKET FEATURES

In recent years Globalization has become especially topical in all social and economic processes. At the same time, there is an intensification of specialization at the level of each economic entity and in particular, a single individual. Individualization on a global scale is an important distinctive feature of the development of the market of services.

Globally the capacity of the individual market of services exceeds **500 billion dollars a year**. And in the long term perspective, the global market of services will become more and more individualized.

Globally, the capacity of the individual market of services exceeds 500 billion dollars a year. And in the long term perspective, the global market of services will become more and more individualized.

Globalization is inevitable, and the abundance that the market offers, makes the sophisticated consumer look for something from the proposed, which will emphasize her/his individuality and create the very feeling of special satisfaction, while maintaining a high standard market place (and this is about the standards).

Yet here in the Services Market one more contradiction is created. The paradox of the modern market of services lies in the fact that in the conditions of serialization and standardization of business processes, the main emphasis of marketing is the individuality and flexibility of the approach to the specific customer. At the same time the main processes remain standardized in order to ensure fair prices and quality level but should be perceived as exclusive and selective so that the buyer of the goods or services will feel special satisfaction.



At the same time, research in the field of psychology and professional skills shows "That a person who has identified a key skill begins to develop rapidly and even if it is a hobby, after a while he/she becomes a professional.

With the development of a key skill executives work more efficiently and can substantially increase their income and attain more satisfaction from life. By honing the skills the professional successfully integrates standardization and exclusivity and receives special competitive advantages giving their customers special satisfaction.

When ordering even the simplest service we want to know that we have chosen the best professional, whose time and skills have been affordable for us. At the same time each person can name at least one skill which she/he knows how to do very well.

Interacting, sophisticated consumers and confident professionals will create new standards. So **SKILL-effect** will appear on **HELIXHILLS. HELIXHILLS will give the Services Market the missing functional easiness.**

Creating this new format of efficiency for the Services Market will give impetus to the realization of new needs and hence the direction of co-operation among market participants.

Interacting. Sophisticated consumers and confident professionals will create new standards.

So SKILL-effect will appear on HELIXHILLS. HELIXHILLS will give the Services Market the missing functional easiness. A new format of efficiency for the Services Market will give impetus to the realization of new needs, and hence the direction of co-operation among market participants.

The service market will eventually integrate and become Global, while individualizing more and more and market participants will improve and constantly raise standards creating exclusive offers. This is economically

beneficial for each side, on the professional growth of an executor and the degree of customer satisfaction. Exclusivity and individual approach implies more interaction that is personal and exclude a mediator. The role of an intermediary will be assumed by just such platforms and services, aimed at various spheres of economic processes in society. Absorbing trends, **HELIXHILLS** will set new standards in the market of individual services on a global scale.

We created "**HELIXHILLS**" because it is a necessity for tomorrow's reality.

Absorbing trends, HELIXHILLS will set new standards in the 'Individual Services Market' on a global scale.

2.2. RELEVANCE

The process of economic integration and parallel process of specialization of the individual create new conditions for the market and trade.

We believe that, just as our planet is a unified ecological system the process of full integration of the economy will cover the whole world. This is a solid foundation for creating new platforms. Platforms that face new needs and outrun current market offers. In the post-industrial era humanity strives to ensure that each individual sets herself/himself higher standards of self-realization and thus, at the same time her/his skill must grow in a particular sphere. In the post-industrial era of the development of civilization time has become an increasingly expensive resource. Therefore, in developing something, each individual person does not aspire to perform functions that do not lead to an increase in the professional ones. Every single person strives to reduce extraneous functions, and develop herself/himself in those areas that she/he has taken for themselves as significant.



This forms the demand for all kinds of services: From simple personal services, to free up time for something more important, to highly specialized consultations that help one develop professionally.

The process of receiving services must meet the requirements of saving time, simplicity of organization and accessibility, but at the same time be exclusive and personalized, creating conditions for maximum satisfaction.

Let's imagine what the Service Market will look like in the future and we can determine the main directions in which Information Technologies that ensure the interaction of participants in this market should move, in order to meet higher standards in the future.

So, as in any market, we see the participation of two parties: The consumer of the service (one who forms the demands) and the performer (one who satisfies the demand). These two participants always interact, and it is curious to realize that this happens as long as communities of people exist. Hence, we assume that the market for future services will be formed according to the same principles.

But the creators of **HELIXHILLS** repeatedly asked these questions: "Are all the desires of the consumer satisfied in general"? "Secondly is there always an executor who can satisfy them?"

We researched this topic using this method of questioning, collecting statistic data, using our personal observations and came to the conclusion that more than half of consumer's desires in terms of receiving services are not met at all.

The main reason is limited possibilities for the consumer.

We continued our studies, conducted several more rounds of data collection, and came to the conclusion that the limited possibilities for consumers do not allow them to satisfy their desires.

The most surprising thing in our studies was that the limited possibilities for the consumer are not mainly associated with financial restrictions, but with technological or function limitations that are present in the traditional practice of looking for a contractor and ordering a service.

It turns out that a consumer knowing in advance what search difficulties she/he will encounter, declines to obtain have this service.

Obviously financial constraints are present in a lot of instances, so the creators of **HELIXHILLS** will endeavor to solve such restrictions by creating a platform on which to order the service will also be as easy as buying Ice Cream at the local shop.

2.3. GLOBALIZATION AND SCALING

Using the Smart Contract System (Smart contracts) based on Blockchain Technologies, allows **HELIXHILLS** to scale any dimensions.

Starting from one region and a narrow specialization, it is easy to achieve a concentration of users reaching a critical mass. Step by step there will be expansion of the scope and territory of **HELIXHILLS** until it becomes truly global and applicable to any sphere of human activity.

Expansion of the scope and territory of HELIXHILLS will become truly global and applicable to any sphere of human activity.

Hardware and Software tools unique to the platform will be created and based on the principles of intuitive perception and adaptability to the characteristics of different regions and areas of activity, and a unique system for guaranteeing calculations and transactions with using Blockchain Technology will make the resource truly a universal service for the Market Service.

The rules that exist for the Services Market at present have many limitations that have prevented them from becoming truly global.

These rules and restrictions are related to; Territory, Finances, Administrative Units, Payments, Functional Specialization etc. in which they operate. **HELIXHILLS** mission is not only to free the Service Market from these restrictions, but also to give it something more.

Thanks to **HELIXHILLS**, there will be an opportunity to carry out the search process for an executor and a customer as easily as we are accustomed to receiving everyday commodities but also to perform the service itself using special tools in **HELIXHILLS**.

This will attract to the project that category of consumers who do not yet realize their potential, and those executors who are already waiting for changes, because they do not have all the tools for interaction.

But when **HELIXHILLS** start operating in the real world, people will finally be able to exchange the best professional services. People will finally be able to exchange the best professional services and realize a huge income potential, without spending a lot of time on meetings, negotiations, departures, payments, cost estimation, performance guarantees, and directly to the professional service itself.

Based on the principles of fairness and decentralization, and using a unique combination of data exchange tools in **HELIXHILLS** users form a new global market for services and form an economic system with internal monetary turnover.

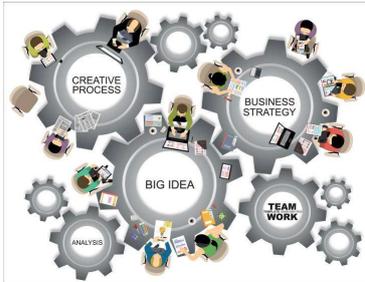
3. ISSUE

We founded our project because like other people, users and executor, with whom we come into contact with everyday are all part of various services for others. Sometimes we can spend a lot of time and money trying to find the right man/woman for the job but we often remain dissatisfied. The process of firing an executor/contractor or replacing her/him with another one are both costly and time consuming. Despite the colossal large informative flow, the data collapses on us completely unconstructed, not verified, and we have no guarantees, and the technologies used by most restrict the possibilities of professional on-line communications. So while an appropriate executor could be just across the road from us, his/her announcement on traditional resources is at the end of the list and we, because of our time limitations order an executor who can come only tomorrow afternoon.



In addition we are forced to contact many users to clarify the exact location and terms of the transaction, negotiating and signing contracts, requesting their personal data, and spending time reaching agreement about conditions. We spend valuable time without having a transparent process and a competitive environment data on prices, terms and other important conditions.

A time-consuming, costly and exhausting process of finding the right contractor, executor or vice versa, or an application, as well as the process of executing many types of professional services, made us think about the best way to interact in this market.



The situation on The International Service Market is even worse. A user from another country first needs to find out which of the local resources is appropriate for her/him more than learn how to use her/his functionality and deal with the payment system. And only then, she/he makes attempts to find a suitable candidate or order believing in the reliability of the user

profile but most likely the choice will happen randomly. The process of obtaining a service is also complex, since the difficulties in communication create a barrier for trusting and secure co-operation.

We know that this problem is not local, because we have researched and questioned customers and executors/contractors from more than 14 countries on different continents. The conclusion is disappointing: **Problems in the Services Market exist all over the world.**

In most cases the interaction in the 'Individual Services Market occurs under this scenario. But there may be exceptions. Some events may change places, some of them may not occur or be expanded by others. **HELIXHILLS** will simplify the processes of interaction in the Services Market no matter what path they take.

With the help of a more functional online management solution of transaction based on Blockchain Technology it will simplify the process of service delivery.

To achieve this goal **HELIXHILLS** has developed tools to improve not only the selection of potential executor, but also the promptness, availability and quality of service delivery. **HELIXHILLS** will offer the Services Market tools that will make the purchase of the service so very easy that it will become second nature to most users to obtain a quality professional solution to any need. And they will be confident enough to recommend a professional service to another user and to receive a worthy reward with minimal effort.

We are sure that this will attract to our project all the unrealized earnings potential for them, whom who are leading their own blogs, forums, channels and etc. And also, consultants, specialists of a narrow and wide profile, who have a permanent place of job and are ready to share their professional knowledge, as well as all those who have skills in anything and want to earn, using them as efficiently as possible.

HELIXHILLS tools target problems and solve them. In the Services Market of in two ways.

The first is a solution of search problems and the problems of choosing an executor and the second is a solution to the problem of convenience and rationality of certain actions in the process of service delivery.

For example. Is it really necessary in the age of technology development to have face-to-face meeting to provide most of services? Undoubtedly, it was necessary before but now meetings and all kinds of "dockings" only complicate life.

We offer a number of technological solutions that combine the four main components:

1. Video conference or voice conference between a customer and an executor.
2. A timer that detects the duration of interaction and thus, a counter that calculates cost by tariffs or agreed amounts.
3. A smart contract that guarantees an execution of agreements.
4. Lending, in a case for insufficient solvency of a customer.

- we call this instrument **HELIXFUSION**:

Imagine how great it will be if you get the opportunity to call someone who you think is a Guru in any area and to clarify from her/him several points that are extremely important to you right now. Even if you do not have funds specifically at this moment. You don't think about the formalities get down to business and get what you need.

In turn an executor of a service receives reward, advertising, and an opportunity to expand their professional horizons.

What many professionals want, but cannot do now in terms of providing individual services. They will be able to do this with **HELIXHILLS**. Millions of bloggers, leading specialized channels and sites, forums; consultants, trainers, coaches, versatile professionals, specialists all over the world, all of them dream of sharing their skills with the audience and they wait for instrument that will make individual cooperation profitable, secure and effective. **HELIXHILLS** will give impetus to the emergence of a new type of service trade.

Improving the process of choosing a partner, **HELIXHILLS** will be able to determine the location of an executor or the location of an order, build and offer the best route to reach this point, which will save time and transportation costs.

HELIXHILLS will create the possibility of automatic selection of the executor with the platform and complete all subsequent documentation and calculations. The location of users will play a different role, depending on the sphere of services for a specific transaction. The main thing is that **HELIXHILLS** will meet the main trend in development of the service market: Globalization!

The location of users will play a different role, depending on the service sector for a specific transaction. The main thing is that HELIXHILLS will meet the main trend in development of the service market: Globalization!

Since the **HELIXHILLS** ecosystem is a two-way network we will consider the problems from the point of view of two categories of users.

Representatives of different groups present different requirements of functionality in a two-way network, but they are interdependent from each other. And it is their interaction that determines the value of their use of a common network. If the network solves the problems of both sides, it will be beneficial for the parties to interact within the network.

SO, THE CUSTOMER'S PROBLEM.

Each of us is a consumer of various services. The main problems we face:

- We spend too much time looking for a right executor.
- We overpay executor for her/his services, because she/he wants to cover her/his marketing expenses.
- We don't know the preferred location of an executor for a transaction.
- We risk our time and money, when we make a deal with an executor.
- We want a greater guarantee of the quality and professionalism of an executor.
- We overpay agents for the services of connection with an executor.
We don't have a single convenient resource for providing services through a videoconference or by phone, which will meet our requirements.
- By conducting calculations we fall under fiscal control.
- We are faced with complete strangers to us.
- We should trust the feedbacks, although we are not sure who and for what purpose she/he left them.
- We must believe resource or platform by studying a user profile.
- We make life difficult for us to make a choice in favor of working with one or another platform.

Conclusion 1: A customer spends too much time and money looking for an executor, getting a service and guaranteeing a deal

EXECUTOR'S PROBLEM.

Each of us can act as an executor of something.

The main problems that we face when we act as executors:

- We spend too much time to find an order.
- We spend too much marketing costs.
- It is not convenient for us to select an order from the point of view of the territorial location.
- We carry extra transportation and time costs to reach the place of execution of an order, because we make a non-optimal choice.
- We risk our time and money when we make a deal with a customer.
- We underestimate or overestimate the level of our professionalism and reward.
- We overpay agents for the services for connection us with customers.
- We spend too much time in a process of providing service for things that are abstracted from direct execution.
- We do not have a single convenient resource for providing services through a videoconference or by phone, which will meet our requirements.
- We fall under fiscal control.
- We are faced with completely strangers to us.
- We should trust the feedbacks, although we are not sure who and for what purpose she/he left them.
- We must believe resource or platform by studying a user profile.

Conclusion 2: An executor spends too much time and money looking for a customer, getting a service and guaranteeing a deal

The reason for these problems lies in the lack of transparency, stability, systematization of the business model of contractual relations among the customer and the executor/contractor.

And also in the absence of a convenient and unified communication tool for the whole world, which will allow us to fairly evaluate the spent resources, conduct calculations, guarantee timely and professional cooperation and credit the consumer.

The problems for the customer and the executor are identical. Despite the incredibly large amount of information that we receive from various sources. The problems of Systematization, Universality, Classification, Geo-targeting, Speed, Guarantees. These problems still remain. We have created our platform to meet the constantly growing requirements of the modern user. We have created **HELIXHILLS** so that professionals can convert their professionalism into money, and the consumer was able to embody even their wildest dreams. Getting what she/he wants instantly, because it is beneficial to both parties.

4. WHAT IS THE DIFFERENCE?

HELIXHILLS isn't your typical freelance service market or source to order a handyman.

HELIXHILLS isn't clone of FREELANCER, UPWORK, TASK RABBIT or FIVERR.

	HELIXHILLS	Task Rabbit	Freelancer	Up Work	Fiverr
I want to order WEBSITE development service	✓	✓	✓	✓	✓
I want to order a software development service	✓	✓	✓	✓	✓
I want to order a cleaning service at home	✓	✓	✗	✗	✗
I want a consultation (legal, technical, medical, ets)	✓	✗ No cost calculation during consultation			
I want to order repair service	✓	✓	✗	✗	✗
HELIXHILLS is a hub for people to help each other by offering a service, advice or assistance with the click of a button. People can help each other by using HELIXHILLS and by working together, we will make our world a better, more productive place.					
Order a localized service, immediately	✓	✗	✗	✗	✗
Receive advise instantly	✓	✗	✗	✗	✗
Request immediate dog walker or auto repair service (locally)	✓	✗	✗	✗	✗
Request assistance purchasing local products in a foreign country	✓	✗	✗	✗	✗
Request assistance from a consultant while at work to resolve an issue	✓	✗	✗	✗	✗

5. ADVANTAGES OF THE PLATFORM. SOLUTION TO THE PROBLEMS

5.1. PURPOSE OF THE PLATFORM

The **HELIXHILLS** eco-system is designed to enable people to achieve two main goals:

- Order Services
- Earn income by providing services

HELIXHILLS is The Decentralized Services Market eco-system that integrates Blockchain Technology, Online conferences and other communication methods, Time counters, Geo-targeting Technologies, affordable lending algorithm, and the needs of real people making interaction in the Services Market less costly, yet more accessible, convenient, faster and safe.

HELIXHILLS is a Decentralized services market ecosystem that integrates Blockchain Technology, Online conferences and other communication methods, Time counters, Geo-targeting Technology, Affordable lending algorithm, and the needs of real people making interaction in the Services Market less costly, yet more accessible, convenient, faster and safe.

This transparent eco-system with proven information and Geolocation data regarding customers and service providers helps users to take advantage of technological innovations that will be applied to the services market for the first time. This will ensure that the relevant participants are able to order services spontaneously and make more money by providing services.



Despite the global differences in cost and requirements in the service market customers and service providers often encounter the same difficulties. Thus the objective of **HELIXHILLS** is to offer solutions that will be equally effective for all people around the globe regardless of the obstacles to collaboration that might exist between the countries.

Much of the work (e.g. letters and calls to potential partners, submission of reviews and other documentation, conclusion of contracts and performance of contractual obligations, payments, insurance, and partner choice) still has to be done manually and, of course, a lot of time has to be spent on interaction during service delivery.

Meanwhile, provision of services is the most important economic sector of any country. We understand "services" as any activity aimed at satisfying customer needs that are not related to consumption of a particular tangible commodity or stock market product. For example, our definition of this term includes the entire range of consumer, consulting, information, IT, SEO, marketing, design, construction, transportation, and other services as well as all kinds of consultations, master classes, and experience exchange programs etc.

The Services Market is represented by various service providers, including freelancers, maintenance personnel, consultants, trainers, coaches, bloggers, operators of single-purpose websites and channels, narrowly focused specialists and generalists.

As for the social significance of consumer services, the statistics demonstrates that their share in the US consumer budget constitutes 31%, while accounting for 37% in England and 41% in Sweden. We would also like to emphasize that independent specialists around the globe earn over USD 1 trillion a year. For example, the share of freelancers in the USA reaches 34% of the total workforce; meanwhile, they determine their work schedules and methods themselves.

As for the social significance of consumer services, the statistics demonstrates that their share in the US consumer budget constitutes 31%, while accounting for 37% in England and 41% in Sweden.

In addition, agencies and other intermediaries charge substantial fees for minor services, while service providers and customers around the world face problems related to foreign transactions, which entail various legal nuances, protection against fraud, and complexity in mutual settlements.

By registering on the platform, the users automatically execute a smart contract and become participants of the entire ecosystem. The contract contains the basic terms and conditions applicable to the interaction between the participants. Newly registered users also receive **free HELIXHILL** tokens during the initial stage of attracting participants. Therefore, 12% of tokens will be distributed to facilitate the launching of the system. Tokens enable users to participate in transactions without investing their personal funds. In other words, immediately after registration, the first users will receive tokens to pay for any necessary work or service on the **HELIXHILLS** platform, and will immediately become active ecosystem participants and contribute to its economic development.

Another ecosystem participant, a service provider, can sell tokens on the platform or on the exchange after receiving them as payment for the work performed. Therefore, service providers can convert their income into any currency, without paying any additional fees. Tools that simplify the search for partners on **HELIXHILLS** enable the participants to use standardized automation of the search and selection process with allowance for the geolocation information making the selection process as rational as possible and providing both parties with the greatest satisfaction from cooperation. Meanwhile, the combination of **HELIXFUSION** solutions will enable partners to collaborate using a timer (online or offline), video/audio conferences (and holograms in the long run, owing to the development of the corresponding technology), instant lending offered by the community within the **HELIXHILLS** ecosystem (to stimulate demand), smart contracts and digital signatures (for mutual confirmation of the terms and conditions of the transaction and information regarding the timing of initiation and cessation of the performance of the service).

5.2. ORIGINALITY AND INNOVATION

The originality of the **HELIXHILLS** ecosystem lies in the simplicity of its concept and its accessibility for the entire world.

Integration of components: The Unified Platform, **HELIXFUSION** Tools, Block Chain, and People with their needs and capabilities create a unique **HELIXHILLS** ecosystem that will ensure:

- quick order of services in a specific territory;
- guarantee of mutual settlements regardless of the territory;
- automatic selection of service providers with visualization of their location;
- analysis of the task by a set of parameters;
- verification of transactions and user profiles;
- a unique **HELIXFUSION** tool, which includes a video/audio conference with a built-in timer, a dual-sided activation and termination function backed by a smart contract that will ensure execution of the transaction;
- accessibility through mobile applications and other gadgets;
- the platform will create a single standard for the selection procedure and the completion of transactions in any territory;
- **HELIXFUSION** will provide a new interaction algorithm that is technologically superior to the existing models;
- automation of selection in the order-performance bundle and automation of the process of provision of the consulting services;
- automation of contractual formalities and mutual settlements.



In order to select service providers, the platform will analyze various parameters that depend on many factors, including: previously completed tasks, available customer-related information, geographical position of the service provider and the customer, etc.

The platform will be adapted in terms of the interface and functionality: for different regions and areas of activity; for particular features of user selection criteria and the conditions of their interaction within the framework of the order-performance bundle. Introduction of tokens for settlements inside the platform simplifies the satisfaction of any basic needs of the people around the globe regardless of their geolocation and administrative affiliation by capitalizing on the **HELIXFUSION** tool and the Blockchain Technology.

HELIXHILL (HILL) Tokens will be used for settlements within the system, which will ensure Territorial, administrative and fiscal freedom.

The presence of a universal measurement unit on the platform will remove a lot of restrictions for service providers and customers. The cosmopolitanism of the **HELIXHILLS** ecosystem represents a genuine decentralization of opportunities for earning and receiving benefits in the real world, expansion of the boundaries of trade in knowledge and skills, and solutions to everyday problems at the simplest everyday level with the most amount of comfort and the least amount of time.

The cosmopolitanism of the HELIXHILLS ecosystem represents a genuine decentralization of opportunities for earning and receiving benefits in the real world, expansion of the boundaries of trade in knowledge and skills and solutions to everyday problems at the simplest everyday level with the most amount of comfort and the least amount of time.

Expansion of the boundaries of the platform will be supported by the **HELIXFUSION** tool. **HELIXFUSION** is a communication algorithm created especially for **HELIXHILLS**, which will improve the interaction between the customers and the service providers to greatly simplify the process of obtaining online services in any field.

HELIXFUSION is a combination of four components:

- A video conference or voice conference between the customers and the service providers.

- A timer that detects the duration of the online communication and charges the applicable rate.
- A smart contract that guarantees the execution of agreements.
- Lending, in the case of insufficient quantity of tokens held by the customer.

HELIXFUSION is a solution created as a unique algorithm for the sequence of application of existing technologies in the interaction between customers and service providers, which will create favorable conditions and remove many restrictions in the development of the Services Market.

HELIXHILLS as a whole will make interaction between partners correspond to the important trends in the development of the Services Market.

For the first time, an ecosystem will be created that will correspond to the main trends of the services market:

BASED ON THE GEOGRAPHY OF DEVELOPMENT

Global rather than local so that the user's choices are not limited by administrative boundaries. Territorial expansion and a single currency will facilitate the unification of the Services Market across the planet.

BASED ON THE AREA OF ACTIVITY:

Universal rather than specialized so that the user can meet any needs using a single resource.

Many of us are successful not in a single area but in a few. In addition consumers have very diverse needs; therefore, we created **HELIXHILLS** to account for the interests of all categories of users without limiting **HELIXHILLS** to any particular specialization.

BASED ON THE LEVEL OF PROVISION OF SERVICES:

Progressive rather than regressive to make the service as convenient as possible.

This statement is true for any service whether provided online or offline as even in the case of an ordinary household service the consumer will receive special satisfaction from the level of service with which it will be provided owing to the selection systems and monitoring of the implementation of agreements etc. As the resources spent and the quality of performance will favorably differ from the traditional methods of searching for service providers.

As for the services that can be provided using the **HELIXFUSION** tool for the first time the consumers will get exactly what they want as easily as if they were purchasing regular consumer products.

An example of HELIXFUSION consultation looks as follows:

The **HELIXFUSION** tool will enable the participants to call their future partners by phone and clarify all the details of the transaction thereby proceeding with the co-ordination steps without interrupting the phone conversation. **HELIXFUSION** will enable the participants to confirm the agreements or to choose terms and conditions applicable to the current cooperation from a predetermined list and immediately confirm, by mutual consent, the beginning of the consultation by voice dialogue, video conferencing (and holograms in the long term) using electronic digital signatures. Meanwhile the timer will operate continuously recording the real-time duration of the consultation and calculate the cost according to the tariff chosen and confirmed by the users, after which mutual settlements will be carried out and all the formalities will be completed.

As a result, the actions that previously consumed a lot of time can be completed in minutes.

BASED ON THE RESPONSE RATE:

Super-reactive rather than bureaucratic to achieve the spontaneity in the making of decisions regarding purchases of services or seeking of consultations by the consumers.

A consumer often refuses to obtain a service as the time for its order is not comparable to the consumer's desire to receive the relevant service. Therefore, **HELIXHILLS** is designed to facilitate the interaction so that the users can proceed to action determined by their desires, thereby stimulating the demand and the development of the world economy as a whole.

BASED ON THE MUTUAL SETTLEMENTS METHOD:

A **decentralized** rather than centralized service that ensures the transparency and independence of the entire system. Thus the users can fully trust the system of mutual settlements in **HELIXHILLS** based on Blockchain Technology.

BASED ON THE SETTLEMENT CURRENCY:

HELIXHILL Tokens rather than the local currency of the country in order to avoid payment and fiscal restrictions.

The existence of the **HELIXHILLS's** own currency is conditioned by the need to create an internal economics of the ecosystem which with the advantages of Blockchain Technology will be based on transparent and fiduciary relations between all participants thereby enabling the creation of a more efficient business model for using the platform.

Independence of the token will ensure a floating rate that will correspond to the exchange quotations of the token and ensure the operational capability of the concept implemented within **HELIXHILLS**.

BASED ON THE AVAILABILITY OF THE SERVICES:

This will enable lending to users rather than limit them in making decisions regarding the purchase of services, so that users can meet their needs in a timely manner.

Many consumers often delay the decision to purchase a service because they are limited in the funds at the relevant point in time. At the same time, when this restriction is eliminated and sufficient funds become available, the need also loses its relevance. Therefore the Services Market is constantly losing millions of dollars.

HELIXHILLS will increase the degree of customer satisfaction and to give an opportunity to order services with borrowed funds by users with proven reputation. In this case, service providers can act as creditors, since they are interested in increasing sales of their services right now. Any member of the **HELIXHILLS** community who would like to provide their tokens in exchange for additional earnings and are ready to participate in lending for a decent reward can be creditors. Moreover the platform itself can stimulate economic activity and approve loans so consumers can get what they want at the right time.

BASED ON PRICES FOR SERVICES:

Fair prices for services rather than overpriced or understated in order to gain loyalty of all categories of users.

Fair prices will be obtained because representatives of different countries will use the platform guaranteeing accordingly that in cases when the price for a particular service is overstated within a certain territory or specialization a gradual adjustment of the price with allowance for the weighted average market indicators will inevitably occur.

Using the functions of the **HELIXFUSION** tool as a timer calculating the fee and for online consultations and professional services it will be unnecessary for the service provider and the consumer to spend excessive valuable time on the organization of the service that the service providers nevertheless tend to charge for.

Tariffs will lead to reduction of the costs of the service for the consumer and ensure stable income for the service provider.

Service providers will set fair prices for their services based on the market environment within the platform, which will depend on the level of their professionalism and their marketing impact on the consumer; but one

thing is certain: They will be able to increase their income by attracting new consumers who have not previously participated in the formation of the services market. Since the organizational process will take less time, specialists will be able to lower their prices for consultations while receiving more satisfaction for the same reason. They will not waste time on something that does not represent the goal of the consumer's cooperation with the service provider.

BASED ON THE AMOUNTS OF THE APPLICABLE INTERNAL COMMISSION FEES:

Profitable rather than expensive to optimize prices for services.

The **HELIXHILLS** platform is aimed at expanding in different directions until it becomes truly global; therefore, **HELIXHILLS** sets the minimum prices for services inside the platform expecting a large number of users and operations, so the platform, which will also be of a special value, will earn enough to constantly develop.

BASED ON NETWORKING TYPE:

Represent a friendly community of partners rather than isolated lists of advertisers.

Conventional lists of advertisers give only a general idea of the service they provide. This complicates the interaction since most of the work has to be done manually. Increase in individualization will raise standards of quality of interaction, and specialization will positively influence the growth of professionalism. Globally, the society will benefit from this services market model, since it will serve as an incentive in the pursuit of excellence.

Based on the rational use of resources:

Rational rather than irrational to contribute to the conservation of the planet's eco-system. **HELIXHILLS** will help save paper, fuel, electricity, and people's time.

This is an unequivocally important aspect because it is human nature to satisfy one's desires, but we must also strive to consume as few natural resources as possible.

BASED ON THE DEVELOPMENT PERSPECTIVE:

Limitless rather than limited setting new standards in order to bring new things into everyday life and to improve oneself in line with the world.

HELIXHILLS forms a new market, one that has not been known before. For example, just like the Internet advertising market had not existed until the Internet was created. Thus, using the **HELIXHILLS's** technological innovations, people will satisfy their new needs and the needs that have not been satisfied before.

Specifically, a unique ecosystem will be created at the junction of the potential for creation of a new market and application of the latest technological tools of interaction between market participants.

Thus, the community of potential market participants confirms that **HELIXHILLS** has the potential to be the Largest and the Newest "thing" that must enter our everyday lives owing to Blockchain Technology and tools created specifically for **HELIXHILLS**.

HELIXHILLS will be the entrance ticket to Blockchain Technology for everyday life, since people will not even need to think about it. They will simply own, buy and sell tokens and, in essence, the token will simply be a measure of the cost of a particular job or service for every person in every corner of the Earth.

It will become comfortable and easy for users to choose suitable partners to engage in transactions with because sufficient information about the partner's profile along with the partner's geolocation information will be easily accessible;

Meanwhile, users will know that the safety of the transaction is guaranteed, since the final settlements will be carried out only after the parties are fully satisfied.

Concerning mutual settlements, two principles will apply: Mutual settlements in the system will occur using tokens, a Smart contract will act as a guarantor of payments for the tasks performed. Verification of users and their participation in different roles (service provider and customer) will create optimal and safe conditions for interaction on the platform.



5.3. ADVANTAGES OF THE PLATFORM FOR CUSTOMERS

- **HELIXHILLS** plans to systematize the entire long-term process of selecting service providers and to exclude the need for an intermediary which will allow the customers and the service providers to execute all agreements on the same platform.
- Thanks to the **HELIXFUSION** tool obtaining of services will be simplified to such extent that the consumers will be able to obtain services so easily that it will become a part of a daily routine thereby increasing your level of satisfaction with life in general.
- Order marketing and promotion for the customer to receive the best choice.
- Holding of an auction for the execution of an order in order to determine the fair price.
- **HELIXHILLS** will expand geographically and to become a single ecosystem for the whole world. This significantly increases the customer's ability to achieve the set goals: A service in the immediate vicinity of your home or inside the house or a service in a foreign and remote country.
- Visual analysis of geolocation using the geo-targeting technology will simplify the selection of service providers in any territory. By being members of the **HELIXHILLS** ecosystem customers can find service providers in anywhere as they see the latter's respective locations. Geo-targeting is an accurate and convenient filter that shows where the service provider is, how long it will take him to arrive etc. (especially if a customer needs to find a service provider abroad). For example, you are on vacation and want to find a nanny or a cleaner or a tutor able to speak the local language.
- The versatility of the platform for any area of activity simplifies the selection of specialists in various fields (from personal services to complex engineering). With a profile on **HELIXHILLS** customers can satisfy all their current requirements.
- In the process of obtaining of services, the users can use the **HELIXFUSION** tool, which consists of a video or voice conference organized between the customer and the service provider, a timer that detects the duration of online communication and charges the applicable rate, and a smart contract that guarantees the execution of agreements as well as a lending algorithm in the case of insufficiency of the customer's tokens.
- Performance guarantee and protection against financial risks: The platform assumes the role of a financial intermediary.
- Free tokens upon registration during the initial stage.
- Ability to locate a professional service provider for a single job without regular co-operation.
- Service provider verification: if you do not want to deal with a stranger.
- Anonymity: If you want you can remain anonymous but the payment is still guaranteed. The service providers will understand that you prefer to remain anonymous but at the same time the service providers will trust you since they know that the payment will be provided.
- All the works carried out along with the completed orders are recorded using the Blockchain technology. Creating a unique and genuine database of interactions between people. Reviews, ratings and bonuses become objective and honest information.



- Internal standards of mutual settlements guarantee the performance of contractual terms and conditions.

5.4. ADVANTAGES OF THE PLATFORM FOR SERVICE PROVIDERS

- The speed of response and the quality of communications will be significantly improved due to the fact that **HELIXHILLS** plans to systematize the entire long-term process of selecting service providers by eliminating the need for an intermediary. This will allow the customers and the service providers to negotiate directly and to comply with all agreements on the same platform.
- Thanks to the **HELIXFUSION** tool the service will be simplified to the extent that the service provider will receive many more orders and even a hobby can provide a service provider with a stable and high income if the corresponding skills are developed.
- **HELIXHILLS** will enable the service provider to devote more time to direct collaboration with clients and professional growth.
- Marketing of a commercial offer on the Internet for greater earnings.
- A fair rating system for the service provider based on the objective data about the user.
- Opportunities for increasing income for the service provider will be significantly expanded due to the fact that **HELIXHILLS** will expand territorially and to become a single ecosystem for the whole world. This will significantly increase the capabilities of service providers not only to earn money but also to apply and improve their professional skills. Depending on the established goals service providers can either find orders in remote territories or maximize their profit by making the most efficient use of their time when executing orders in close proximity to their homes.
- Visual analysis of geolocation using the geo-targeting technology will simplify the decision-making by service providers when selecting orders. Where the service provider is and how long it will take for him to arrive. (Especially if the service providers are not in their usual locations, they can dynamically change their location). In turn, this will decrease transportation costs and travel-related time.
- The versatility of the platform with respect to any area of activity enables the specialists in various fields to post their ads under several categories (from personal services to complex engineering). With a profile on the **HELIXHILLS** platform, service providers can professionally develop in different fields.
- In the course of the provision of the service, the user can utilize the **HELIXFUSION** tool, which consists of a video or voice conference between the customer and the service provider, a timer that detects the duration of online communication and charges the applicable rate, and a smart contract that guarantees the execution of agreements as well as lending algorithm in the case of insufficiency of the customer's tokens.
- Guarantee of payment for the work performed and protection from financial risks: the ecosystem assumes the role of a financial intermediary.
- Feasibility of finding an order or one-time job without establishing regular cooperation.
- Customer verification: if you do not want to deal with a stranger.
- Reliability of data. All the works performed and orders completed are recorded using Blockchain technology and form a universal database of professional skills and people's needs, as well as feedback, reviews, ratings, etc.
- Receiving additional income from the increase in exchange rates. Service providers can increase their revenue by accumulating tokens thereby increasing their total earnings through the use of financial instruments in the management of the accumulated assets. Therefore, even the execution of the simplest orders can provide users with high and stable income.

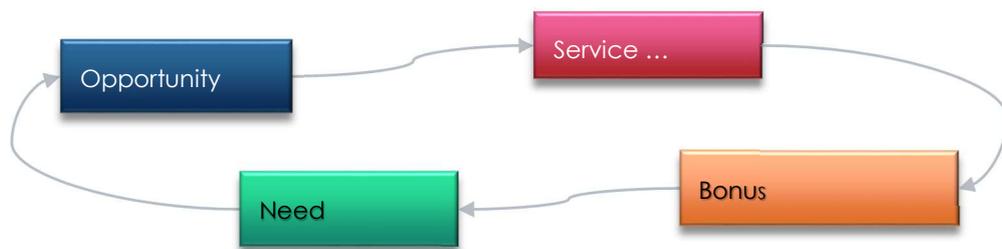


6. HELIXHILLS'S BUSINESS & FINANCIAL MODEL

A detailed financial model is available after request at the official website <https://helixhills.com>
 A package for investor including the calculation of financial indicators is available on request on the official website. You can also send request to general@helixhills.com or telegram <http://t.me/helixhillsinvest>

6.1. TOKEN VALUE

Everything happens in the real world. **HELIXHILLS** ecosystem is a cycle and continuous interchange which is subject to cyclical pattern in time and space: **Need-> Opportunity-> Service-> Bonus-> New need-> Opportunity as a result of received bonus-> Service-> Bonus-> ...**



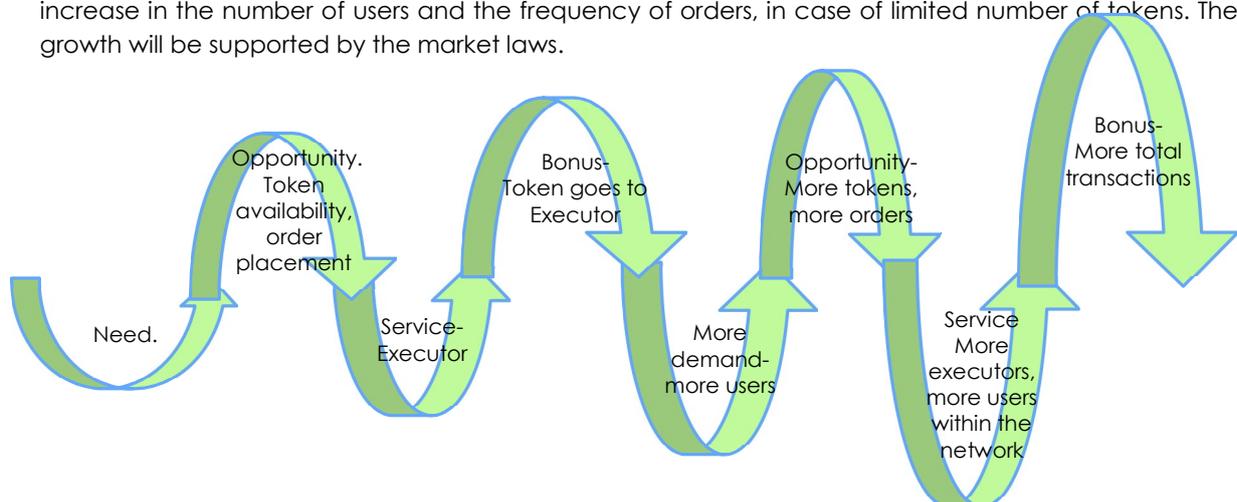
That is why **HELIXHILLS** developed an internal settlement system based on **HELIXHILL (HILL)** tokens.

Mutual settlements within the ecosystem are made in local currency therefore each **HELIXHILLS** member seeks to have as many tokens as possible, since more tokens enable the user to order more services. In addition, tokens are placed on the stock exchange, but their number is limited, while each user is interested in obtaining them.

Thus, the token value increases as the ecosystem grows. The growth of the token rate ensures the user to order more services as the token increases in value, which means that the user will again try to accumulate tokens.

Therefore, tokens provided with human resources inside **HELIXHILLS** network, develop an ideal basis for investment. An investor, platform participant or any other token holder becomes a part of the ecosystem, while tokens are supported by the most popular resource of our planet – **People's Professional Skills**. With the increase in the number of the ecosystem participants the number of exchange transactions in it increases as well.

The larger the amplitude and the higher the frequency the greater is the token value. The figure shows the amplitude as the number of users committing a transaction while the frequency is a time unit. With the increase in the number of users and the frequency of orders, in case of limited number of tokens. The rate growth will be supported by the market laws.



The purpose of Initial Token Sale is to obtain sufficient funds in order to shift from arranged business aimed at the development of ecosystem group of people (who we are now) to a decentralized ecosystem for all its participants and to get sufficient resources for the ecosystem development.

Our decision to develop **HELIXHILLS** resulted in sharing our thoughts with different people from the very beginning. Then we realized the current importance of the issues and the need to develop the ecosystem. We currently have a team of like-minded people who are ready to work, motivated with state-of-the-art innovation ideas, Service Market support, and Blockchain technology; also, we believe that ICO date will be the date of **HELIXHILLS** birth, and all the participants of this process are its ancestors.

We expect the increase in the tokens cost due to their demand after the platform launch, in proportion to the increase in the number of the network users.

We, the **HELIXHILLS** team, are convinced that the Blockchain Technology in combination with smart contracts will become the key trigger of the global service market, supporting a tool for transferring funds and making complex multilateral agreements that manage transfers of funds through smart contracts. The fact, that the data is stored in an unchanged distributed data bank, means that users can be assured of data integrity, better support of payment transactions, and secure identification, which ultimately will have a positive impact on its interaction experience. All users of the **HELIXHILLS** platform will need to use the identity wallet to prove that they submitted the data, started or confirmed the key action. Customers and executors will be able to specify their own conditions in the contracts they have made. Additionally, third-party services are likely to be used to authenticate with the platform.

HELIXHILL token development is the first step in developing a system of incentives and bonuses to improve efficiency in the field. We believe that after payments are made by using tokens, processes for monitoring the movement of tokens can be modeled using smart contracts, as well as electronic signatures of different parties.

Initially, **HELIXHILL** tokens will be released on the Ethereum-based block chain according to ERC-20 token standard. In general, the solution will be built on the agnostic principle of the block chain, in order to adopt the development trends and the latest innovations in the Blockchain solutions.

If Ethereum limitations including the long transactions processing on the Ethereum block chain, adversely impact the performance of the **HELIXHILLS** platform, we will consider an option of using a hybrid model of a public/private block chain. Within this model, while **HELIXHILL** tokens will be within the public block chain, **HELIXHILLS** will develop a personal network block chain database with an option of smart contracts to monitor all transactions on the platform. **HELIXHILLS** users will have full access to use this private database. If such a model is acceptable, **HELIXHILLS** will tend to transfer all transactions and activities related to smart contracts to the Ethereum public network once it can fully support the **HELIXHILLS** transaction flow without adversely affecting the platform performance.

We also introduce the concept of the Initial Reserve Ratio of free distribution of tokens, which will ensure the integrity of the economic system in project. This will allow us, as an issuer, to regulate the value of the tokens in the ecosystem. (<https://www.federalreserve.gov/monetarypolicy/reservereq.htm>) Based on the generally accepted norms of mandatory reservation and the features of the tokens, in comparing to a fiat money, we approve the reservation as 3% of the total amount of the Nominal HILL RATE.

6.2. LAUNCH PLAN (ATTRACTING USERS TO THE PLATFORM)

Since **HELIXHILLS** users can be both customer and executor with different goals and functions when using the network, **HELIXHILLS** is an example of a **bilateral network**.

Platform developers consider the interests of all user categories. In the bilateral network, representatives of different groups make different demands on the functions of the bilateral network, but they are interdependent from each other. Their interaction fixes the value of using a common network by all users. **HELIXHILLS** applies the rule when users of one group change the attitude to using the network depending on the number of users of another group. This phenomenon is called a **cross-network effect**. Each member of the user group also changes the attitude to its use, depending on the number of users in the same group.

For many users, **HELIXHILLS** will become a well-paid job. Since having accomplished a simple task as the network grows, the rate will increase and the income will show many-fold boost.

For many users, HELIXHILLS can become a high income job. Since having accomplished a simple task as the network grows, the rate will increase and the income will show many-fold boost.

This, in turn, will serve as **HELIXHILLS** key distinguishing feature from similar projects. The main problem of such projects is the involvement of users as executors and accordingly, a quick response to the order and the subsequent network growth. **HELIXHILLS** will fuel the attraction of a large number of executors to the platform due to a unique system of settlements. According to the **bilateral network rule**, with an increase in the number of executors there will be an increase in the number of users in the customers' category.

We can see huge undeveloped opportunities of the entire Internet community which seeks to monetize its activities in the exchange of professional skills and uses different means (pages on forums, websites, YouTube channels, videos, webinars, etc.).

The attraction of this segment with the new more advanced tools for expert advice and exchange of skills that are developed within **HELIXHILLS** will make the platform reasonably popular as it is supported both by marketing and functional opportunities of promoting the partners interaction in the Services Market.

In 2019, the platform will be launched and the first users will be able to register on it. At the initial stage we plan to limit the scope of the platform and the field of active marketing impact to achieve the best attraction of users and getting a network effect for a niche audience. As the concentration increases the platform will expand in terms of location thereby expanding its profile, increasing marketing impact and improving the functional patterns.

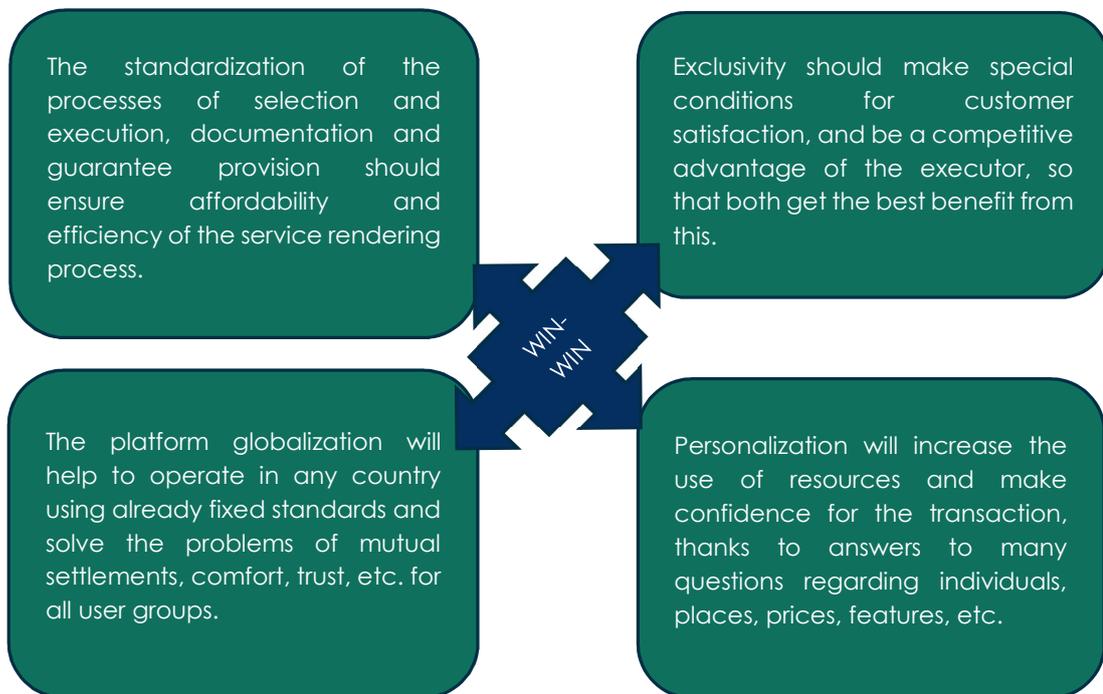
However, before launching the platform in any area, we conduct sufficient marketing research and develop a marketing plan for promoting the platform to select the most successful launch option.

The users will be attracted through external and internal marketing programs relative to the platform. The marketing policy will be mandatory supported by a large-scale external marketing company, which should include a platform awareness and loyalty. Within the platform, the developers will also take an active part in attracting users by giving bonuses to the "customer" at the registration stage (for example, through free tokens for registration or discounts for the cost of work), as well as by giving bonuses for the work performed by executors, insight into the functions, training programs on executors' skills upgrading, etc.

To boost response to an order, in the first stages of the platform operation we also plan to recruit staff who will ensure a rapid response to an order and customer satisfaction while executing it. Also, this will help to adjust the fair price, before the platform will work in a free mode.

One of the attraction tools will also include the receipt of free tokens by the first registered users. Together, users of all groups will get on the platform 11% of all released tokens in the form of bonuses for registration, order execution, discounts, sales, compensation of transportation costs, etc. This will launch economic processes within the platform and will be a triggering tool for attracting new users. Free tokens will be evenly distributed on the platform and divided into stages depending on the ecosystem needs.

We daily monitor the current trends in the development of the Services Market, which have many discrepancies: Standardization but Exclusivity; Globalization but Personalization. It is a **WIN-WIN** strategy that should become a key motto of the participants of the **HELIXHILLS** ecosystem; It will ensure the users engagement at all stages of the system development, promotion and growth.



Developing a platform, we expect that its ease of application in line with unique functions will support users with its comfort and secure operation, and we will be guided by the principles of fairness, transparency and protection of rights at all stages of interaction between ecosystem participants, preventing the user from making solutions, and using extra functions.

The user will need to make several simple operations on his smartphone or computer, confirming the beginning and completion of the service or confirming consent to the loan, in order to solve the need, while system will conduct itself the selection of the executor, the calculation of the cost and subsequent mutual settlements, fixing of the optimal choice, documentation, and insurance.

HELIXHILLS will emphasize the individual needs of each customer because **HELIXFUSION** will ensure individual advice, rapid cost-efficient and affordable support (often people get consulting services within the groups because it is cheaper) but **HELIXHILLS** will be able to meet the demand and when it comes to group activity you can use the **HELIXFUSION** tools.

The customer satisfaction and efficiency of receiving income by the executor will create the necessary condition for users' faith to the network, and for network effect to attract new users.

As the number of user's increases, the network value will increase and consequently the token value will grow. This will become a strong motivating factor to become a participant to the ecosystem, because it is an easy way to move with the times.

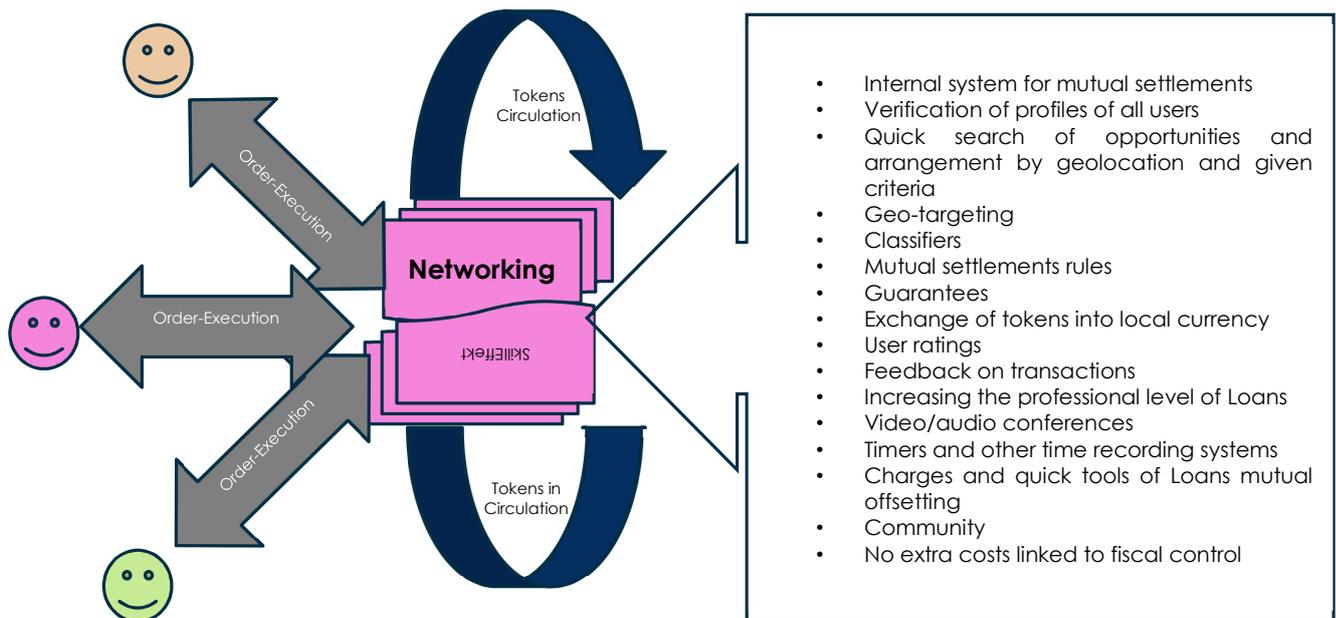
6.3. LOYALTY PROGRAM FOR USERS ATTRACTION

- By registering on the platform, the users automatically execute contract and become participants of the entire ecosystem.
- The contract contains the basic terms and conditions applicable to the interaction between the participants.
- Newly registered users also receive free HELIXHILL tokens during the initial stage of attracting participants.
- Therefore, 11% of tokens will be distributed to facilitate the launching of the system.
- Tokens enable users to participate in transactions without investing their personal funds. In other words, immediately after registration, the first users will receive tokens to pay for any necessary work or service on the HELIXHILLS platform, and will immediately become active ecosystem participants and contribute to its economic development.
- Another ecosystem participant, a service provider, can sell tokens on the platform or on the exchange after receiving them as payment for the work performed.
- Therefore, service providers can convert their income into any currency, without paying any additional fees. This will launch economic processes within the platform and will be a triggering tool for attracting new users. Free tokens will be evenly distributed on the platform and divided into stages depending on the ecosystem needs.
- The end users program (11% of tokens) in HELIXHILLS project is the same AIRDROP program in initial token offering program.
- We have researched the data of successful programs and concluded that usually the value of free tokens is from 7 to 15 percent of all issued tokens.

7. DEMONSTRATION OF APPLICATION

You could say that **HELIXHILLS** is a global database of the key skill of every person globally and its location, which ensures a perfect option to make contacts between the executor and the customer and makes the process of service rendering simple and affordable, responsible for processing transactions, verification of user profiles, rating analysis of the participants' transaction, feedback, processing of experience and qualification data. And, finally, this is the new function of **HELIXFUSION** which will allow you to receive a service in real time, verify its duration and ensure that co-operation is fair.

All this creates an ideal basis for simplifying interaction and increasing transactions in the Services Market, so because of **HELIXHILLS new needs and services will appear. New markets and new processes will be formed in the global economy.**



HELIXFUSION will enable people to capitalize on their most developed skills. People facing a difficult task that requires special knowledge want to eliminate the problem as quickly as possible. For example, a housewife who is making almond cookies for an important family event needs guidance that will help her succeed. Of course she can find a website or a YouTube channel and obtain some general information from there. But this will hardly be useful for her since she must decide what to do in her specific situation. Like many other users she wants to obtain a customized advice relevant to her case. Imagine how great it would be if she could call someone professional or her mentor whose forum or blog she visits regularly to obtain an individual consultation or a video lesson designed exclusively for her. Or a sales manager who, having visited training sessions with a famous coach, is unable to cope with a particular problem while applying the coach's advice in practice. The sales manager can revise the relevant notes hundreds of times and find some information on the Internet, but how great it would be if the sales manager could contact the coach personally and receive the "keys" that will "open the right doors"! In turn, the culinary blogger or the sales coach can capitalize on their skills without being distracted from performing their main functions. Isn't it what their job is all about? You can speculate about the scope of application of **HELIXFUSION** indefinitely but the services market itself will do the job and determine the scope overtime. **HELIXFUSION** will also support the development of new data transmission technology. For example Holographic content streaming which will be the next step in the exchange of services requiring higher degree of visualization of the relevant process, e.g. dance training or Doctors consultation.

However, it is important to emphasize that constant interaction within the ecosystem will be ensured through a single platform covering different territories and different specializations and responsible for the creation of information infrastructure for both online service providers and freelancers as well as offline service providers.

The cycle of tokens inside **HELIXHILLS** is inevitable. For example one person can make a quick text composition in Thai, second person can set up a thermoforming machine for polystyrene stamping a third person likes knitting and is ready to knit customized clothes, while a fourth person loves his city and is ready to give guided tours to tourists.

There is always a demand for all these skills.

However, many people do not find each other as there is no single database. But with **HELIXHILLS** if you wanted to earn extra income at the weekend you may find someone local who needs their lawn cutting. So you provide that service which now means that you have got a certain amount of tokens Now you can spend them on another service - for example, a philology tutor for your child, which you will find also on **HELIXHILLS**.

The tutor in philology, in turn, will use his tokens to pay for the translation of an article into Spanish for publication in a scientific journal, etc. Still, the focus on location in different cases can be questioned. If it is a grass cutting, the ideal situation when you find a neighbor, with a good lawnmower, who is eager to mow the lawn and earn extra money. But if we are talking about the practice of making English ale you will want to attract a real English brewer, who also wants to earn more money like a neighbor-lawnmower and all **HELIXHILLS** users.

The user can be linked to any territory or several territories, and can be a cosmopolitan and does not specify a location. To be not restricted by the territory and at the same time having the opportunity to be an active member of the community to order and execute services and make payments, have a rating, have the trust of other users and have guarantees.

There is a lot of websites for the services exchange. But all of them cover only local region. And, often, it is very difficult for a representative of another region to understand how to make a deal on the local service of another territory. Our goal is a platform interface adapted for each region, which can quickly unite people interested in the transaction from around the globe. The user wants to choose a specific location or a whole region where a transaction is possible.

If it is about off-line services, there may be a region, city or particular coordinates on the map. The transport proximity and convenience may have a fundamental importance in the order-execution chain. Users should be able to see everything at once, and get a unique sample of persons interested in the transaction, linked to the territory. If it is online service, the situation much differs.

Persons interested in the transaction may be in demand anywhere in the world, even sometimes, a service is required from a representative of any out-of-the-way territory.



In addition as the token value increases a user can multiply his income. Having made today a job worth \$50, you can get \$100 a month later if you manage tokens as investment assets. The advantage is that the user does not need to have special knowledge in trading on the stock exchange. He just has to be an active participant in the **HELIXHILLS** ecosystem.

Special on-line and off-line training systems for improving the key skill or personal development in your trades that will influence the users rating in the platform, as well as cooperation with experts in the field of career guidance will help to improve the skills in the field of the key trade and increase your income on the platform.

We intend to analyze thousands of websites with content for selecting an executor for a particular job, to create a unique classifier for the key skill of the executor and the key customer need. It will be easy to make a choice in favor of one or another participant in the platform and interact with him.

7.1. DEVELOPMENT PROSPECT

HELIXHILLS is not an idea, this is a direction society is moving to. **HELIXHILLS** system intrigues because its development is not an implementation of a personal concept, but the desire to be the first to introduce the things that should already occur, because the society already needs them.

HELIXHILLS is not an idea, this is the direction society is moving to. HELIXHILLS system intrigues because its development is not an implementation of a personal concept, but the desire to be the first to introduce the things that should already occur, because the society already needs them.

The prospect of **HELIXHILLS** development is to become the first, the leader and keep this position, improving and developing the ecosystem from inside, and at the same time outside it. Since everything happens in the real world, which means that it is an assimilation of the external and internal processes of the development of both society and ecosystem.

As current trends make the need for the development of **HELIXHILLS**, **HELIXHILLS** causes further changes in the current trends which will support new opportunities, new standards, and new processes.

Our mission is to develop a fast changing environment in which people can meet their needs comfortably as they can imagine it right now. When people change their standards, we will change **HELIXHILLS**, so that this ecosystem, having arisen, will go on developing.

So, in the future, the **HELIXHILLS** toolkit will be extended to various technical developments, for example, such as:

- interactive transmission of holographic 3D images (with the development of this technology),
- installation of **HELIXHILLS** exchange boxes with electronic keys, for the exchange of things necessary for the implementation of the service,
- Collaboration with decentralized delivery services,
- Drones and robots introduction into the category of executors, etc.

Of course, it will be a long time, and a lot of work will be done before **HELIXHILLS** reaches every corner of our globe.

Things we could not have imagined a few years ago become our current trends. We believe **HELIXHILLS** will be the tool that will enter the everyday life of every person, as an integral part of their everyday things. People will simply be the ecosystem users and participants, because if not, they will have to go against the current trends.

8. PROJECT TEAM AND ADVISORS

VEACESLAV POPOV
CEO, Founder of HELIXHILLS PROJECT

16+ years in IT, financial services, launch and promotion of new products and services experience.

Sales & Marketing professional with +16 years track record of success through strategic market planning and ability to meet goals as well as identify and develop new opportunities in consumer electronic/IT market. Excellent communication skills with ability to develop and leverage relationships at all levels within and outside the organization. Well experienced in a company matrix environment. Committed, self-confident, sociable and work with enthusiasm.

Core competencies: Business development; Strategic product development and planning; Sales forecasting and Growth planning; Customer relationship management; Key account management and Competitive market knowledge.

Senior Roles: Various Trusted Advisor Roles, Senior Business Development Manager, Senior Account Manager, Head of Sales and Marketing, Senior Program Manager, Senior Project Manager, Senior Product Manager (AND many years hands-on information systems integration)

Veaceslav now focuses on the Blockchain industry and offers advice, consulting services and connections to Blockchain experts. Master's degree in 'Computer Science', Founder and owner of companies in different spheres.

Specialties: project management & account management in different tech. environments , 16 years high tech project/program management experience in various fields , Extensive International experience. business development, account management, product Introduction, market introduction, industrialization system integration and product deployment in complex multifunctional environments, C-level advisor (VR/AR/MR, ICO, Start-ups).

[LinkedIn](#)

**OLES KOGUT****Chief Investment Officer (CIO) / HELIXHILLS PROJECT**

20+ years' experience in financial services, private equity, mezzanine financing, and project financing advisory services, corporate finance and mergers and acquisitions services. Professional Risk Manager (PRM). Over 10 years of experience in valuation, risk, and consulting at AIG, Ernst & Young etc. Managing Partner at SORTIS investment company

[LinkedIn](#)

**DMITRIY GAVRILOV****CTO (Chief technical officer)****CO-Founder of HELIXHILLS PROJECT**

Working in the IT sector, many companies saw a recurring situation - sales force is the least automated unit. But without good software to build the perfect customer service is not possible. Create a single system which includes marketing, sales, and service - is the task of deciding which any company receives a steady stream of satisfied customers.

We will help you achieve this by choosing CRM tools, working individually with each company.

[LinkedIn](#)

**VITALIY LIPOVETSKIY**

**CO-Founder of HELIXHILLS PROJECT,
Chief business officer (CBO)**

10+ years in IT, financial services, launch and promotion of new products and services experience. Sales & Marketing professional with +10 years track record of success through strategic market planning and ability to meet goals as well as identify and develop new opportunities in consumer electronic/IT market.

[LinkedIn](#)

**VADIM BRAIM-KLYUGVANT**

HELIXHILLS Marketing director

10+ years, experience. Experienced project manager with a demonstrated history of working in the information technology industry. Strong program and project management professional skilled in UI/UX, Customer Service, User Experience and E-commerce.

[LinkedIn](#)

	
<p align="center">ANDREW ANDRIEIEV</p>	<p align="center">ANASTASIIA MALOVA</p>
<p align="center">Project community HELIXHILLS advisor</p>	<p align="center">Community manager / HELIXHILLS</p>
<p>Andrew Andrieiev is a Blockchain strategist and ICO specialist. Responsible for enter new prospective markets, Andrew assists in business development, funding and public relations. His career choice stems from his innate passion for negotiations. Andrew brings ideation, strategy and connecting opportunities to the team.</p>	<p>I am successful, educated, professional Marketing Manager. I have three years of proven success in Digital Marketing Media; Specialized in the USA world marketing and talented in identifying the USA market trends and customer needs to create highly targeted marketing campaigns. Marketing Specialist with an entrepreneurial mindset, and a strong passion for technology. I'm passionate about digital marketing social media. Over the past several years, she has developed her professional marketing field focused on driving high-volume sales and growing business. Well-experienced in Brand Management, Marketing, Communications, Social Media, Public Relations. Her creative approach to branding, storytelling and taking customers on unique journeys, has allowed her to achieve some highly engaging campaigns and strong brand identities.</p>
<p align="center">LinkedIn</p>	<p align="center">LinkedIn</p>

	
<p>VLADIMIR VORONIN</p>	<p>MARINA MURLYAN</p>
<p>Blockchain expert / HELIXHILLS</p>	<p>Business Analyst, ICO Manager, Marketer, Marketing Manager /HELIXHILLS</p>
<p>Creative and dynamic, both analytical and innovative, experienced in the roles of marketing management at local and international level in multinational cross cultural organizations. Extensive experience in development marketing communication activities, deployment strategies to continue to grow market share, planning, budgeting, account and relationship management, events coordination, social media and sales. .</p>	<p>I help businesses and entrepreneurs grow through social media management, digital marketing, and customer service. I have focused on broadening my knowledge on these because I feel it is important for entrepreneurs to know how to market their businesses, and take care of their clients. Digital marketing and social media management rapidly change due to fast phased lifestyle and the technology. My proficiency involves digital marketing, social media management, online exposure, lead generation, web designing, and content management. My experience and ingenuity in customer service will ensure you of great reputation and a pleasant relationship as your clientele grows. I handle projects from different online industries worldwide and accomplished optimal results. I work with a team of passionate and talented people on some projects.</p>

9. ROAD MAP

Estimate	Proposed features
Q3 2017	The origin of HELIXHILLS platform idea. Development business plan.
Q4 2017	Start project development. Team building.
Q1 2018	Development WhitePaper and other documents, development of a smart contract for HILL token release. Presale conducting.
JUL 03, 2018	Start Pre-sale Attraction of advisors, Development of a partnership model.
Q3 2018	Preparing for ICO, HELIXHILLS company registration. Start development platform
OCT 27, 2018	Start ICO during 10 month. Development of the HELIXHILLS platform. Technical audit.
Q3 2019	HelixHills web platform application development. Integration with Ethereum Blockchain. Development of HELIXHILLS Blockchain control subsystem.
Q4 2019	HILL tokens listing on crypto-currency stocks. Start of the marketing campaign to attract end-users
Q1 2021	HelixHills mobile application development. Release of platform's beta version.
Q2 2021	Start attraction of end-users to the HELIXHILLS ecosystem. Region USA. Further development of the ecosystem.
Q3 2021	Start attraction of end-users to the HELIXHILLS ecosystem. Region Europe. Further development of ecosystem (3,000,000 active users).
Q4 2021	Start attraction of end-users to the HELIXHILLS ecosystem. In China, Japan countries. Further development of ecosystem (10,000,000 active users).

10. TOKEN

**A detailed financial model is available after request at the official website <https://helixhills.com>
A package for investor including the calculation of financial indicators is available on request on the
official website. You can also send request to general@helixhills.com or telegram
<http://t.me/helixhillsinvest>**

10.1. HELIXHILL (HILL) – ERC20 STANDARD TOKEN

Block chain ensures a tool for transferring funds and making complex multilateral agreements that manage transfers of funds through smart contracts. As the data is stored in an unchanged distributed data bank means that users can be assured of data integrity, better support of payment transactions, secure identification, which ultimately will have a positive impact on its interaction experience. All users of the **HELIXHILLS** platform will need to use the identity wallet to prove that they submitted the data, started or confirmed the task.

HELIXHILL token development is the first step in developing a system of incentives and bonuses to improve efficiency in the field. We believe that after payments are made by using tokens, processes for monitoring the movement of tokens can be modeled using smart contracts, as well as electronic signatures of different parties.

Initially, **HELIXHILL** tokens will be released on the Ethereum-based block chain according to ERC-20 token standard.

If Ethereum limitations, including the long transactions' processing on the Ethereum block chain, adversely impact the performance of the **HELIXHILLS** platform, we will consider an option of using a hybrid model of a public/private block chain. Within this model, while **HELIXHILL** tokens will be in the public block chain, **HELIXHILLS** will develop a personal network block chain database with an option of smart contracts to monitor all transactions on the platform. **HELIXHILLS** users will have full access to use this private database. If such a model is acceptable, **HELIXHILLS** will tend to transfer all transactions and activities related to smart contracts to the Ethereum public network once it can fully support the **HELIXHILLS** transaction flow without adversely affecting the platform performance.

10.2. HELIXHILL TOKEN FUNCTIONS

By purchasing **HELIXHILL (HILL)** tokens, you receive an asset whose value and liquidity will increase as the platform develops, the user audience expands, and expected functions are implemented.

The use of smart contracts to manage the tokens movement computerizes the process and prevents from the need to trust all funds to one place. With the help of block chain technology and smart contracts, we will implement the following functions of our platform:

- User identification
- Record (rating);
- Proof of biometric authenticity (NOT storage of biometric data);
- All activities that change the identity profile based on a smart contract;
- All agreements of the parties; and all actions that control the token movement;

Each party will have its own private key/wallet stored on their mobile device, any user activity that is managed using a smart contract will be started/confirmed using the identity card as fact of consent.

The release of own tokens is affected by the need to raise funds for the platform development, as well as the need for an internal economy within the ecosystem that, due to the advantages of block chain technology, will be based on transparent and trusted relations between all participants, thereby ensuring a more efficient business model for using the platform.

10.3. FINANCIAL MODEL DASHBOARD

NB: To calculate the WACC, we have used the web-source: <http://www.waccexpert.com>, with the next parameters: Country: Singapore; Sector: Financial Services. The result is used for further calculations: 7.95%

NB: In our calculations, we assume the investments inflow in 2018 (period 0) and other effect from operating activity in 2018 defined as period 0.

WACC: 7.95%

NET PRESENT VALUE		
NPV oper	NPV token	NPV full
72,029,885	566,932,346	658,962,232
INTERNAL RATE OF RETURN		
IRR oper	IRR token	IRR full
IRR Guess: 10.00%	IRR Guess: 10.00%	IRR Guess: 10.00%
57.08%	159.42%	189.10%
RETURN ON INVESTMENT		
RoI oper	RoI token	RoI full
ROI Y1 -62.45%	ROI Y1 -141.25%	ROI Y1 -103.70%
ROI Y2 -81.90%	ROI Y2 -158.75%	ROI Y2 -140.65%
ROI Y3 -151.81%	ROI Y3 356.00%	ROI Y3 304.19%
ROI Y4 -97.46%	ROI Y4 826.25%	ROI Y4 828.79%
ROI Y5 -50.05%	ROI Y5 1400.00%	ROI Y5 1449.95%
ROI Y6 503.22%	ROI Y6 1070.00%	ROI Y6 1673.22%
560%	3852%	4512%
RETURN ON EQUITY		
RoE oper	RoE token	RoE full
ROI Y1 35.04%	ROI Y1 -38.50%	ROI Y1 -3.46%
ROI Y2 16.90%	ROI Y2 -54.83%	ROI Y2 -37.94%
ROI Y3 -48.36%	ROI Y3 425.60%	ROI Y3 377.24%
ROI Y4 2.37%	ROI Y4 864.50%	ROI Y4 866.87%
ROI Y5 46.62%	ROI Y5 1400.00%	ROI Y5 1446.62%
ROI Y6 563.01%	ROI Y6 1092.00%	ROI Y6 1655.01%
616%	3689%	1655%

DISCOUNTED PAYBACK PERIOD		
DPP oper 5+ years	DPP token 2+ years	DPP full 2+ years
PROFITABILITY INDEX		
PI oper 4.60	PI token 29.35	PI full 33.95
RETURN ON SALES		
RoS oper 14%	RoS token 98%	RoS full 63%
DISCOUNTED CASH FLOW		
DCF oper 92,029,885	DCF token 586,932,346	DCF full 678,962,232
NET PRESENT VALUE (using QMC simulation)		
NPV QMC oper Std. deviation (over mean), % 5% 64,293,811	NPV QMC HILL Std. deviation (over mean), % 5% 577,354,785	NPV QMC full Std. deviation (over mean), % 5% 661,648,596
CFS INDEX PREDICTION		
CFS predicted > 131		

10.4. LEGAL STATUS OF HILL TOKENS

HELIXHILL (HILL) tokens are developed for application in the **HELIXHILLS** ecosystem and according to the generally accepted classification of tokens, correspond to the characteristics of user tokens (utility tokens). **HELIXHILL (HILL)** tokens cannot be returned after purchase at preICO and ICO stages. Tokens can be used inside the **HELIXHILLS** ecosystem or exchanged for other digital currencies. The acquisition of **HELIXHILL (HILL)** tokens within preICO and ICO period is not an investment agreement and cannot be treated as making investments. **HELIXHILL (HILL)** tokens are not securities. Possession of **HELIXHILL (HILL)** tokens is not treated as ownership of shares, and owners of **HELIXHILL (HILL)** tokens do not have right of ownership, control, or any other rights linked to the **HELIXHILL** ecosystem.

Tokens are purchased as a digital asset, like downloadable software, digital music, etc.

11. LEGAL DISCLAIMER

11.1. PURPOSE

The purpose of this White Paper is to present HELIXHILLS and the HELIX HILL (HILL) token to potential token holders in connection with the proposed ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of

Acquiring HELIXHILL Tokens. Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors. The product token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

This English language White Paper is the primary official source of information about HELIXHILLS and HELIXHILL Tokens. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

11.2. NO OFFER OF SECURITIES

HELIXHILL tokens cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. HELIXHILL Tokens confer no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. HELIXHILL tokens confer no rights in the company and do not represent participation in the company. HELIXHILL tokens are sold as a functional utility. According to the professional opinion of our legal advisors, based on the Howey Test our HELIXHILL tokens (HILL) should not be deemed as securities and do not need to be registered as a securities. HELIXHILL tokens are not securities. The user acknowledges, understands, and agrees that HELIXHILL tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such. The User acknowledges, understands, and agrees that ownership of HELIXHILLS (HILL) token does not grant the User the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in the HELIXHILLS or HELIXHILLS platform or any other HELIXHILLS property, whole or in part. HELIXHILL tokens are not official or legally binding investments of any kind.

11.3. RISKS AND UNCERTAINTIES

The HELIXHILLS platform is not yet developed and is subject to further changes, updates, and adjustments prior to its launch. Such changes may result in unexpected and unforeseen effects on its projected appeal to users, possibly due to the failure to meet users' preconceived expectations based on this White Paper, and hence, impact its success. For the foregoing or any other reason, the development of the HELIXHILLS platform and launch of HELIXHILLS future business

lines may not be completed and there is no assurance that it will be launched at all. Additionally, in a down-cycle economic environment, HELIXHILLS may experience the negative effects of a slowdown in trading and usage of the HELIXHILLS platform and may delay or cancel altogether the structuring and launch of the

anticipated HELIXHILLS future business lines. Further, should the costs, financial or otherwise, of complying with any newly implemented regulations exceed a certain threshold, bearing in mind the fact that it is difficult to predict how or whether governments or regulatory authorities may implement any changes to laws and regulations affecting future business lines, maintaining the HELIXHILLS platform and structuring and launching HELIXHILLS future business lines may no longer be commercially viable, and the Company may opt to discontinue the development and operation of HELIXHILLS platform. We may not be able to pay any anticipated rewards in the future. There is no assurance that

There will be sufficient engagement in the HELIXHILLS platform and that you will receive any rewards/discounts. The ability of the Company to pay any reward to you will depend on the future results of operations and the future business and financial condition of the Company. In the case of unforeseen circumstances, the objectives stated in this document may be changed.

Despite the fact that we intend to reach all goals described in this document, all parties involved in the purchase of HELIXHILL tokens do so at their own risk.

The funds raised in the ICO are exposed to risks of theft. The Company will make every effort to ensure that the funds will be securely held in Blockchain wallets. Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, in the smart contract(s) on the Ethereum or any other Blockchain, or otherwise. In such event, even if the ICO is completed, the Company may not be able to receive the cryptocurrencies raised and Company may not be able to use such funds for the development of the HELIXHILLS platform. In such case, the launch of the HELIXHILLS platform might be temporarily or permanently curtailed.

11.4. NO CANCELLATION AND NO REFUND

All HELIXHILL token orders are deemed firm and final. The Client acknowledges that they are fully aware that they will not be entitled to claim any full or partial reimbursement under any circumstances whatsoever. As the sale of the proposed tokens is strictly reserved for experienced professional clientele, the Client may not claim any right of return against HELIXHILLS.

11.5. NO GUARANTEE ON TRADING

The Company will use reasonable endeavor to seek the approval for availability of the HELIXHILL tokens for trading on a cryptocurrency exchange. Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid trading market for the HELIXHILL tokens will develop, or if developed, will be sustained after the HELIXHILL Tokens have been made available for trading on such cryptocurrency exchange. The Company is not responsible for, nor does it pursue, the circulation and trading of HELIXHILL Tokens on the market. Trading of HELIXHILL tokens will merely depend on the consensus on its value between the relevant market participants.

11.6. NOTE ON FORWARD-LOOKING STATEMENTS

All claims and statements made in this HELIXHILLS white paper, HELIXHILLS website, press releases made by HELIXHILLS, also any oral statements made by HELIXHILLS team members or agents acting on behalf of HELIXHILLS that are not an accomplished fact may represent so called forward-looking statements.

Some of these forward-looking statements may be considered such by containing the following terms: "will", "anticipate", "plan", "aim", "target", "expect", "estimate", "envision", "intend", "project", "may", "believe", "if", or any other such terms. Further, the terms listed above are not necessary to identify a forward-looking statement. All statements that include, but are not limited to any financial projections, estimates, plans or possible trends, risks, as well as future prospects of cryptocurrencies should be considered as forward-looking statements as well. These forward-looking statements are not yet accomplished facts and HELIXHILLS does not take responsibility and cannot guarantee that the future results will correspond with above mentioned forward-looking statements.



DECENTRALIZED SERVICE MARKET

These forward-looking statements are also provided as-is and HELIXHILLS takes no responsibility for updating these forward-looking statements, should any information relevant to the pertaining forward-looking statements become available in the future. No information contained in this white paper should be considered as a promise, representation of commitment or undertaking as to the future performance of the HELIXHILLS platform, HELIXHILL token or any other component of the HELIXHILLS ecosystem.

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