



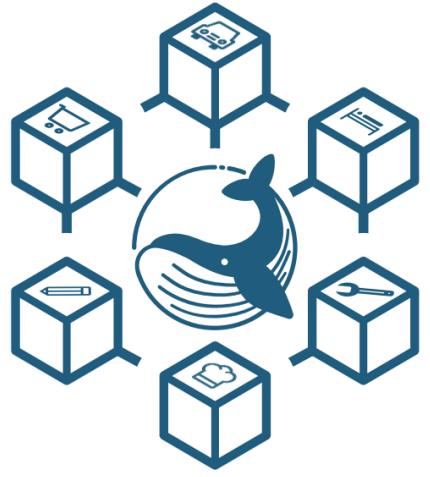
# Blue Whale Foundation : The Essentials

## Vision

Named after the world's largest animal, Blue Whale will empower the world's freelance community by creating the largest worker-centric decentralized ecosystem where independent workers can pursue their passions and get the value they deserve from the gig economy.

## Overview

Using blockchain tools and our Blue Whale eXchange (BWX) tokens, Blue Whale will tackle the traditional problems facing independent workers including: high commission rates, expensive advertising costs and the lack of employment benefits and stability. We are building the next generation of blockchain technology that will transform and grow conventional SMBs into successful platform businesses. Blue Whale's ecosystem works for freelancers because it is owned by freelancers.



## Benefits

**Freelance Activities:** Low-cost advertising, additional revenue based on contributions to the network such as review, referrals, verification and arbitration. Employment benefits like pension and paid leave.

**Business Growth:** Through decentralized mergers and acquisitions (DMA) Blue Whale can fast-track freelance and SME business expansion by bringing them on to our blockchain.

## Tech

### Decentralized Associated Network (DAN)

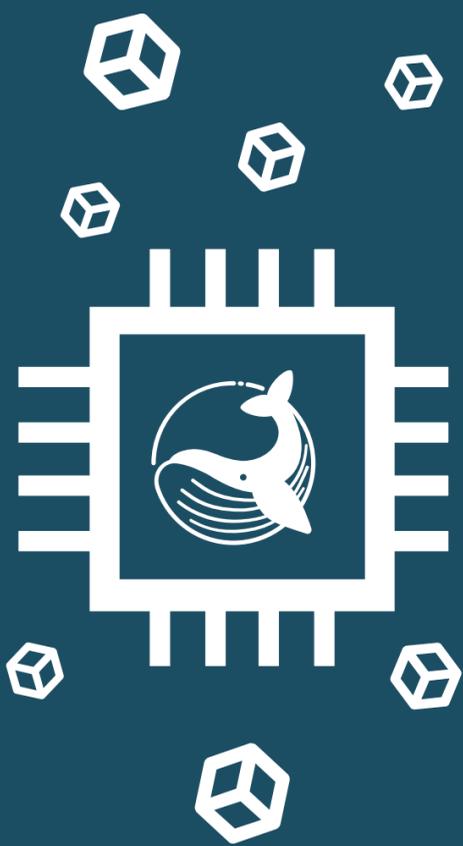
Provides Software as a Service (SaaS) tools to all nodes and partners that deploy cost-effective marketing.

### Contribution Activity Manager (CAM)

A series of modularized smart contracts that provides rewards and employment benefits based on contribution activities.

### Reward Bank (ReBa)

A decentralized ledger disperses the large % of net profits that goes back to the community as rewards and benefits based on contributions.



## Token

The BWX token is designed to facilitate transactions between freelancers at low fees and incentivize collaboration in the ecosystem. Blue Whale is currently completing an ICO and has raised approx. SGD \$30 million funding so far. Up next is listing the BWX token on an exchange as to become a tradable cryptocurrency.



## Team

The Blue Whale team is a diverse collection of practiced tech engineers, serial entrepreneurs and freelancers with backgrounds including: NASA, Samsung, Oracle, Sun Microsystems and the Olympic Games.

## Decentralized M&A Timeline

Leverage on our community to promote your ICO

Transform your conventional business into a digital application on our blockchain network

DApp Support Programme

Pre-ICO

ICO

Post-ICO

Initiate your own ICO with a free ICO platform from us

Tokenization & Smart Contract Design

Leverage on our blockchain framework to provide benefits to your users

