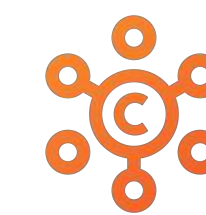


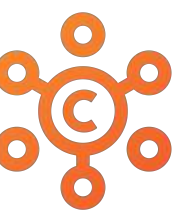
# Coinlancer

An Ethereum based platform for freelance community



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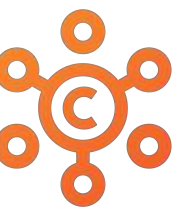
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# Abstract



Coinlancer is an Ethereum based freelancing platform which uses blockchain technology to create a more meritocratic freelancing ecosystem. The protocol design uses smart contract based escrow mechanism, creating a platform fair to both clients and freelancers. Coinlancer aims to reinvent the freelancing community, using latest blockchain technology and virtual currencies.

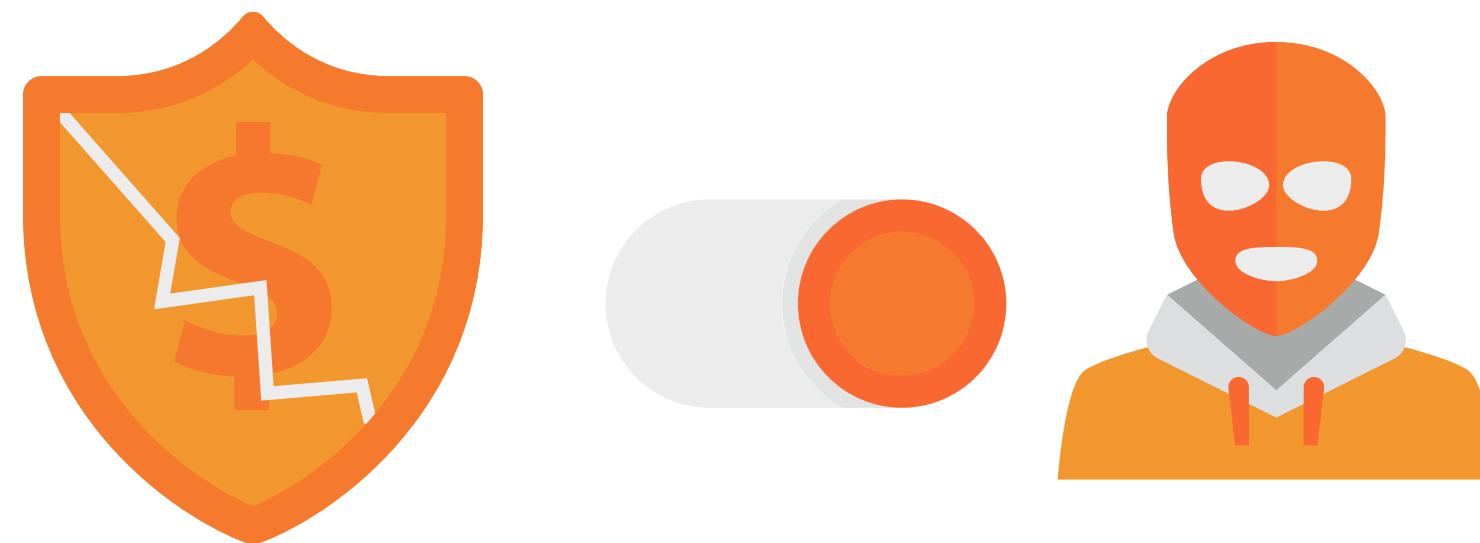


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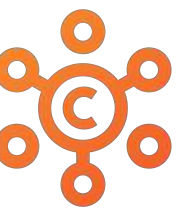
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# Overview of the Freelance Market








Demographics is one of the key reasons that has seen the freelance market grow by leaps and bounds over time. Multiple websites have been established linking the clients with potential freelancers besides facilitating the payment for the work done.



Working online as a freelancer exposes one to various risks. Some of these risks include identity theft, lack of guarantee for hours worked pay, fake reviews, and so on.



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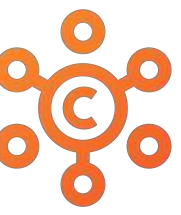
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# Overview of the Freelance Market



Despite the demerits and risks in this industry, it is a rather lucrative one. One of the most popular platforms in the freelance workspace is Upwork. In the year 2014, the company recorded \$941 million in freelancer earnings. In the same year, the entire industry generated an estimated \$3.2 billion.

Considering the rate of population growth and the gradual increase in internet literacy, the freelance industry is bound to grow further. In fact, it is estimated that the industry could grow to \$10 billion annually in the next six years. This, therefore, means that there is an inherent need to undertake measures to curb some of the challenges faced by freelancers presently. Blockchain technology is an optimal solution in this regard.



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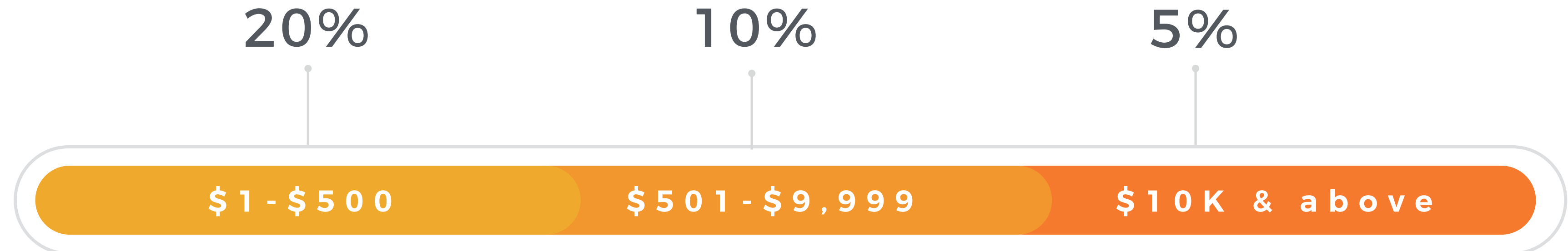
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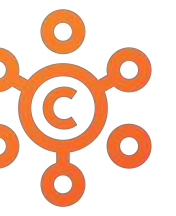
# Problems with Current Freelance Sites

# Upwork



Upwork is one of the renowned companies in the freelance space, and until recently, a freelancer loses about 10% of the amount paid by the client to the website. It requires the freelancer to pay the site 20% on the first \$500 earned, 10% on \$501-\$9,999 and 5% on \$10,000 and above. The catch in this structure is that the fees are charged on a per-client basis. For instance, logo maker deals with several clients on a daily basis, which means they will be charged 20% on their earnings quite often. In other words, about one-fifth of their earnings will be lost to fees.





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# Issues in the contemporary freelance

Client



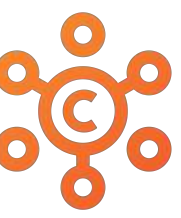
Mediator



Freelancer



Another issue faced in the freelance industry presently is the safety of the funds for the players in the transaction. This can be remedied by the use of multisignature escrow. This would ensure that funds for the client, freelancer and facilitator remain safe. Another issue faced in this market is particularly dear to the freelancers themselves, and that regards fees charged per job. Freelancers lose a good percentage of their earnings to the mediators. These mediators are technically existing freelance companies such as Upwork, freelance writing service and Fiverr among others. These mediators could potentially be eliminated through an established network that would act as a link between the freelancer and the client, demarcating any surcharges.



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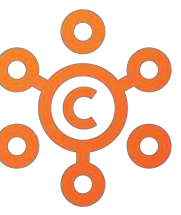
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# Issues in the contemporary freelance



Besides above-discussed issues, the freelance market is faced with another major challenge regarding identity theft. Hiring people on the freelance websites exposes the participants to the risk of identity theft especially if their private user information is accessible. Freelancers stand at a greater risk of identity theft than the other participants in this arrangement. For instance, a malicious individual may steal John's identity information. John is a qualified accountant with an incredible rating on the freelance website. The malicious individual then goes ahead to request for work charging \$100 per hour. While the malicious person may benefit from this move, the integrity of the person whose identity is being wrongly used could be compromised.





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We believe that there is a superior way to solve these freelancing issues with the power of blockchain. Through Coinlancer, we envision to create a superior way of engaging in the booming freelance economy.

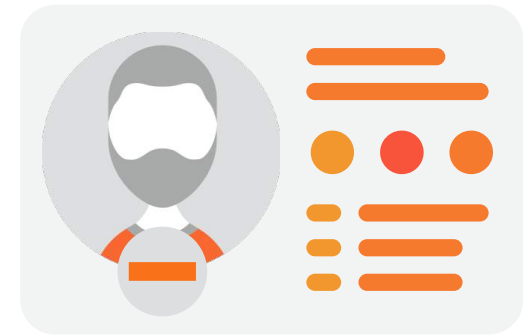
We are a passionate team of people aiming to make freelancing more accessible and secure to the masses. Coinlancer will be an Escrow based freelancing platform that will allow fair settlement of disputes to be conducted and protect payments in an event of project promises not being met.



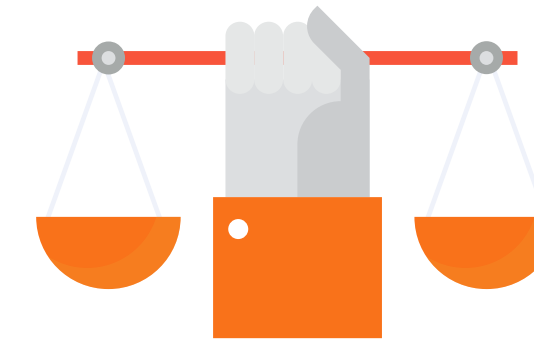
## Overview

# Issues in the contemporary freelance

Reflecting on some of the problems faced by existing traditional freelancing platforms, we look at tackling them in the following ways.



No Suspension of User Accounts



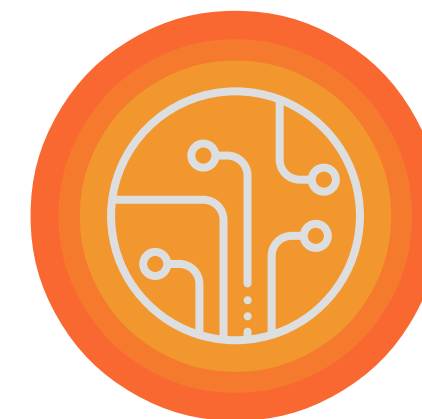
Fair Dispute Settlements



Secure Payments



Less Transaction Fee- 3%



20 + Cryptocurrencies Accepted



Identity Theft Elimination



Elimination of Fake Reviews



Unbiased Dispute Resolution  
-Freelancers Tribunal

Current Freelance Market

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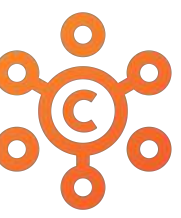
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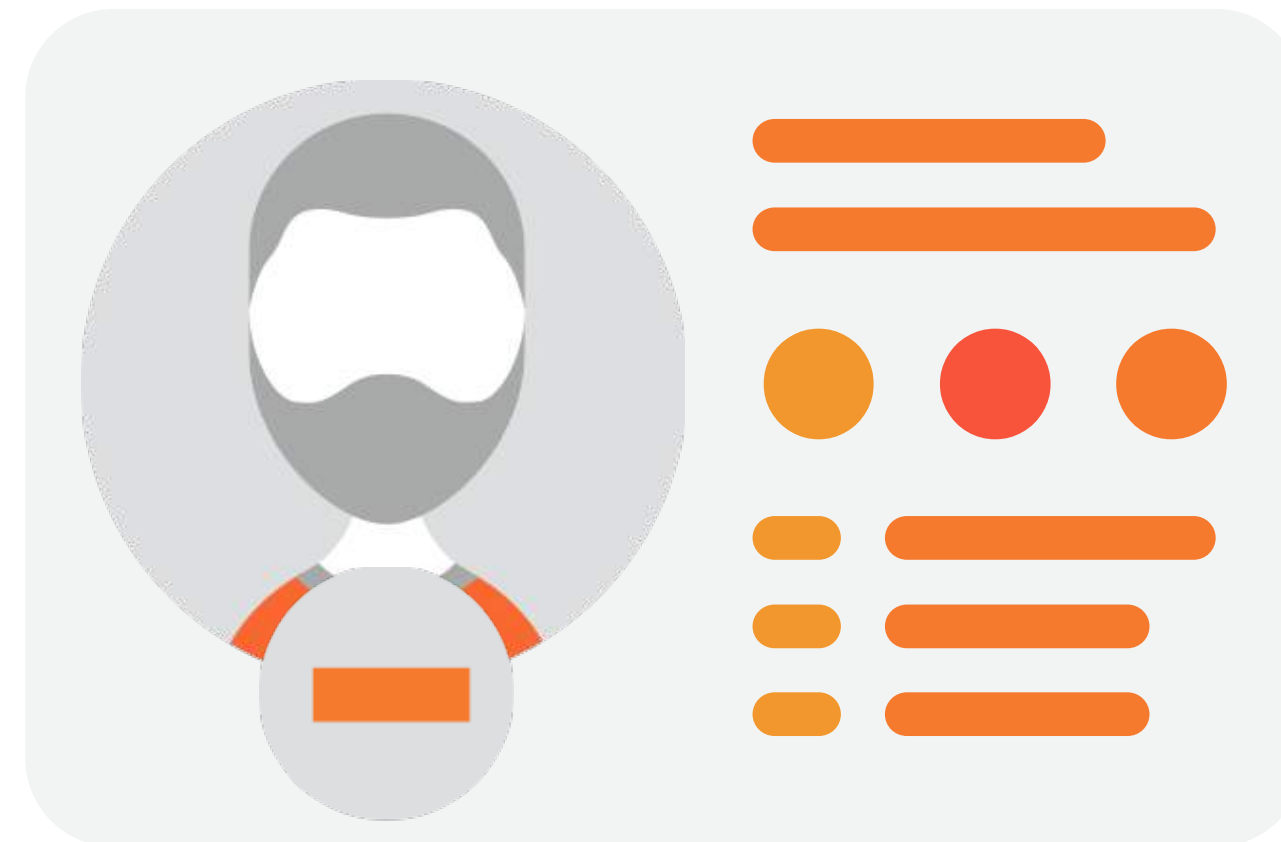
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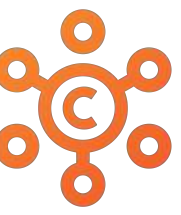
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# Issues in the contemporary freelance

## 1. No Suspension of User Accounts



Freelancer accounts are often suspended on account of violating platform policies. The reasons for such suspensions have always been ambiguous and can range from sending too many proposals to prospective clients to inability to obtain projects due to poor matched skills. In most cases, reinstating of user accounts is a cumbersome process. Also, one of the main reasons freelancing projects fail is due to lack of support on such traditional platform. Contrary to traditional freelancing platforms, no unannounced suspensions occur on Coinlancer. The Freelancers Tribunal decides on accounts that are deemed violative and fairly decides on it.



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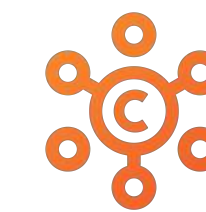
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# Issues in the contemporary freelance

## 2. Fair Dispute Settlements



The subjectivity of work on a freelancing platform often calls for discrepancies in opinions and settlements in disputes. A typical freelancing platform does not guarantee such settlements. The dispute settlements often involve surplus arbitration costs and unfavorable binding decisions, which may not be in the best interest of a freelancer. On Coinlancer, the discretion to decide on the arbitration of disputes lies with the Freelancers Tribunal. Every Freelancer within the tribunal is mandatorily a freelancer with a high-profile ranking, preferably a 4 Star Applicant, eligible to decide on matters of arbitration.



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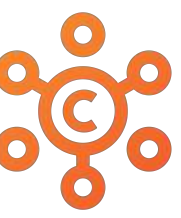
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# Issues in the contemporary freelance

## 3. Secure Payments



Delay or non-payments are problems typical to any freelancing platform. The clients and freelancers have very little control over payments. In most cases, after project submission, either the client doesn't receive high-quality work by a freelancer or the freelancer does not get paid at all. Our Ethereum based platform uses the escrow payment system which holds the contract fees until the set obligations of the contract are met. On project completion, the funds are released, securing the interests of both the parties involved.



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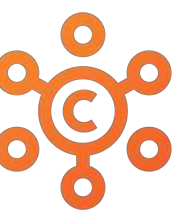
## 4. Less Transaction Fee- 3%



Traditional freelancing platforms require a freelancer to pay the site 20% on the first \$500 earned, 10% on \$501-\$9,999 and 5% on \$10,000 and above. Since freelancers deal with clients on daily basis, 20% fee on each project will amount to huge earnings lost. Coinlancer confirms a fair control of fees. On any signed contract between a freelancer and a client, Coinlancer sets only 3% of the fees payable for a job offer.

Also, in most cases, the waiting period for the payouts to reflect in the freelancer's bank account is often painstaking. It could be easier to incorporate payments to freelancers on the Ethereum network. This would not only make the payments prompt but would also reduce transaction charges incurred on bank transfers. Additionally, the security of the funds would be ensured through multisignature escrow.





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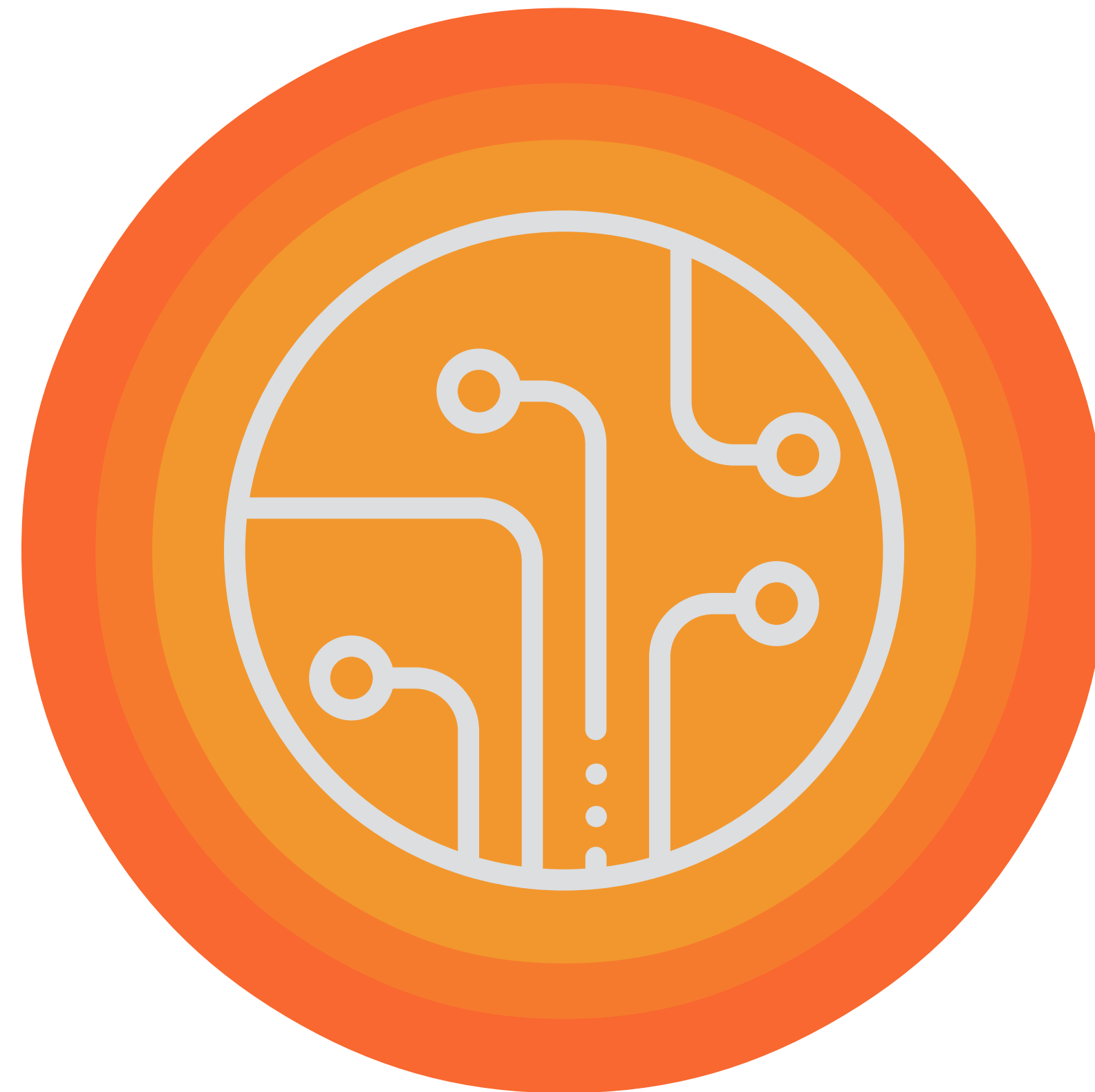
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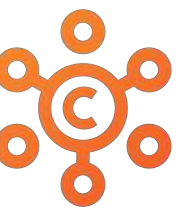
## 5. 20 + Cryptocurrencies Accepted



By offering technological mobility, Coinlancer platform accepts 20+ cryptocurrencies.

- Bitcoin
- Ethereum
- Bitcoin Cash
- Ripple
- LiteCoin
- Dash
- NEO
- Ethereum Classic
- NEM
- Monero
- IOTA
- Qtum
- OmiseGO
- Cardano
- Lisk
- Zcash
- Tether
- Stellar Lumens
- BitConnect
- EOS

Providing a flexibility to convert or transact in desirable cryptocurrencies across the platform. Coinlancer further elaborates on offering a greater number of services, including a wide range of cryptocurrency exchanges. The platform offers the ease of exchanges by providing links to external exchange platforms.



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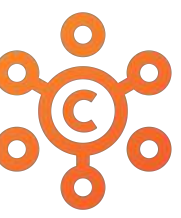
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## 6. Identity Theft Elimination



Our Ethereum based network allows for assigning usernames to individuals hence eliminating the need to tie them to their actual personal information. True personal information of the freelancers especially is only known by the 'site administration,' which is technically the network, for the purpose of managing personal information and facilitating payouts to authentic freelancers.



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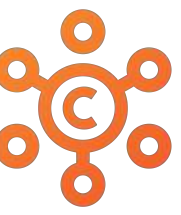
## 7. Elimination of Fake Reviews



Fake reviewing on most of the freelancing sites have been a popular earner with more and more individuals writing fake reviews by means of unique identity and email addresses. Thus, reviews on traditional platforms are rather deceptive. Coinlancer is an Ethereum platform that works on escrow system that constantly builds checks and balances in the system.

It implements a customized software that detects suspicious reviews and removes those identified as fake. This is done by developing proprietary security algorithms for detection of scripts/bots that can be run on the platform.

It also enables consumers and businesses to flag reviews to the Coinlancer Team in case of violations of User Guidelines, in addition to termination of contracts on fraudulent occurrences.



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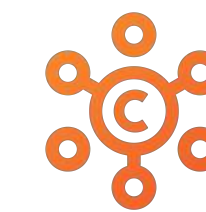
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# Issues in the contemporary freelance

## 8. Unbiased Dispute Resolution -Freelancers Tribunal



The subjectivity of work leaves it vulnerable and susceptible to discrepancies. Our Ethereum based platform confirms a fair control by means of a Freelancers Tribunal into our system. The tribunal involves freelancers with a high-profile ranking into the settlement of disputes. Every freelancer in the tribunal is entitled to cast a discerning vote that favors the rightful party and the consequences will be executed according to the Freelancers Tribunal. After the arbitration process, 3% of the funds in the Escrow will be held as the platform fees and the remaining funds are released from Escrow to the deserving counterparts of the dispute. The Freelancers Tribunal, however, does not receive any compensation for the votes cast.



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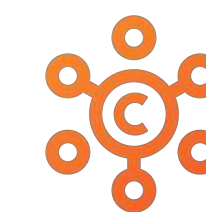
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# Coinlancer



Coinlancer is an Ethereum based platform which will enable freelancers and clients to interact with each other in a fair and efficient manner. The protocol of Coinlancer facilitates secure payments and fair decisions.





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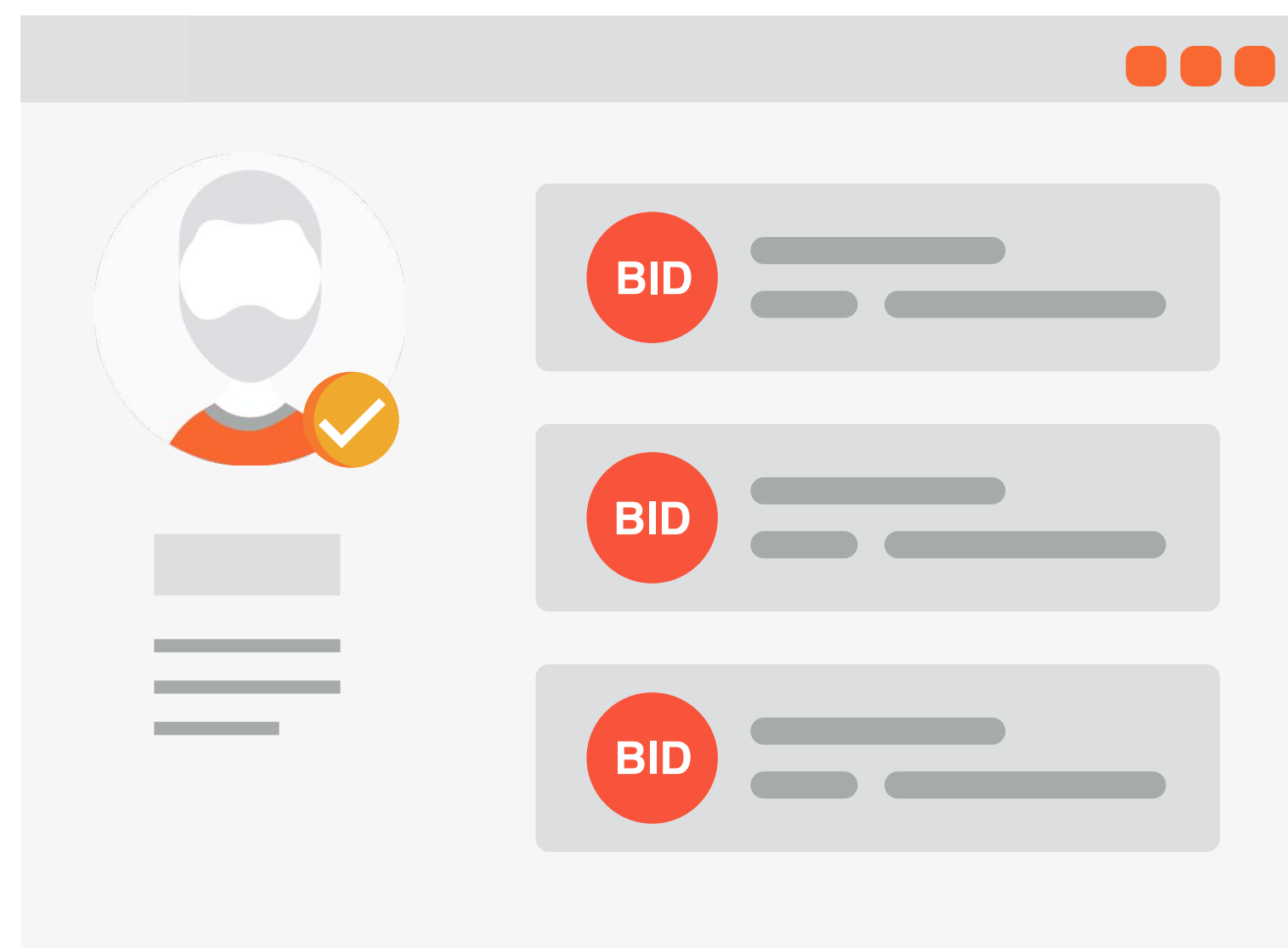
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# Mechanism



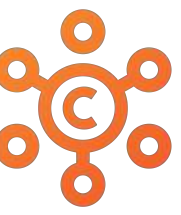
The platform has a friendly and easy-to-use interface for clients and freelancers to help post their requirements with ease. Clients can list their jobs and freelancers can bid for them to get the desired jobs.

To ensure the authenticity of the users, the platform will be performing identity verifications whenever necessary. The unique identities of clients and freelancers will be based on their addresses in the blockchain, making it difficult to forge. When a contract is awarded by the client, he needs to deposit platform fee which is paid in the Coinlancer token. The platform implements a 3% fee for employers and no fee for freelancers.

The platform will utilize smart contracts and Escrow mechanism to hold the fee and perform disbursement of the collected funds on obligations met.

Freelancers Tribunal is created which decides on the disputes between clients and freelancers.





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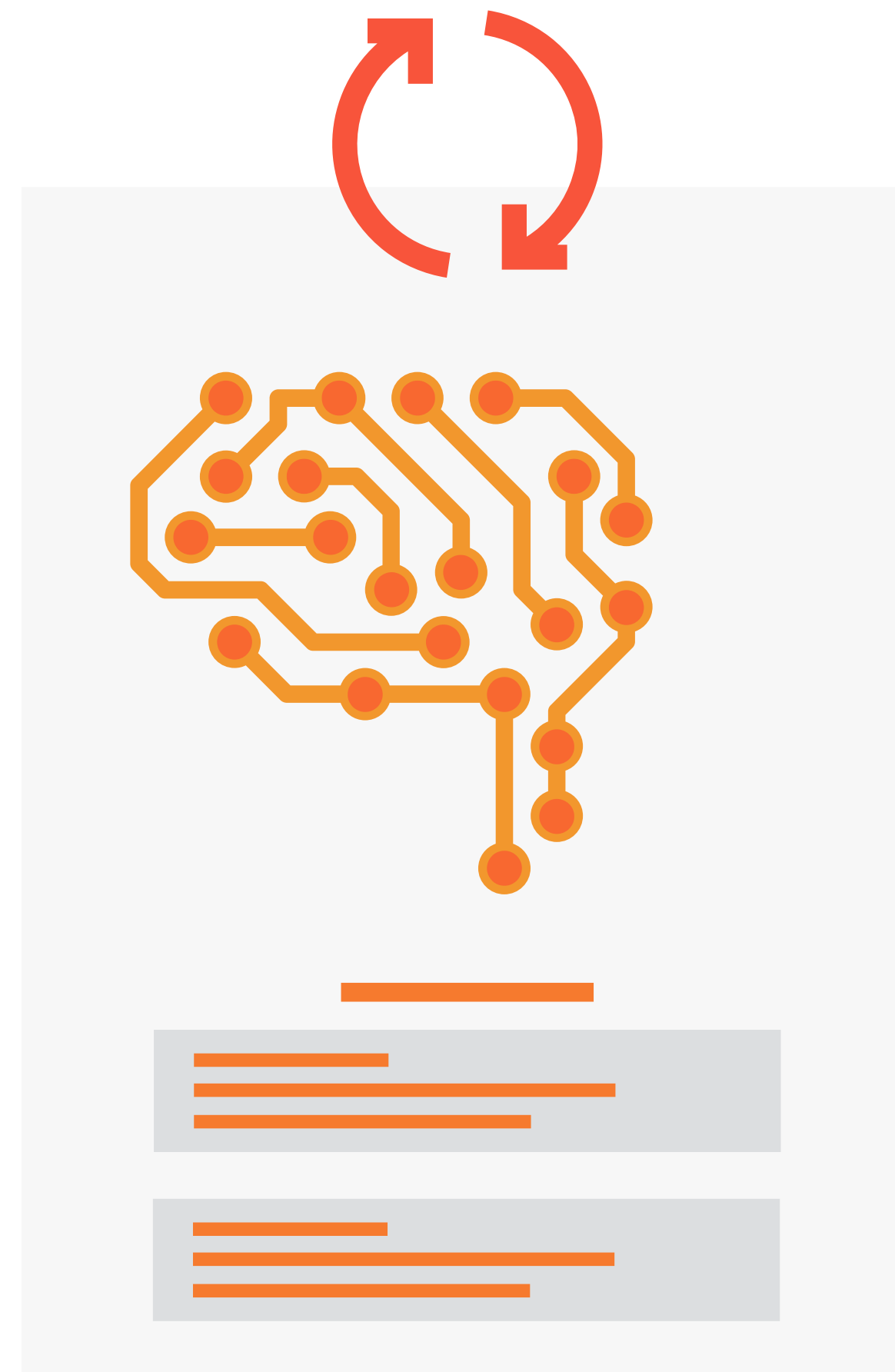
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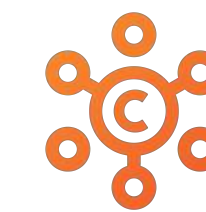
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# How Coinlancer addresses the problems found on current platforms



The Coinlancer platform will empower freelancing opportunities and project transparent developments throughout all phases of its execution.

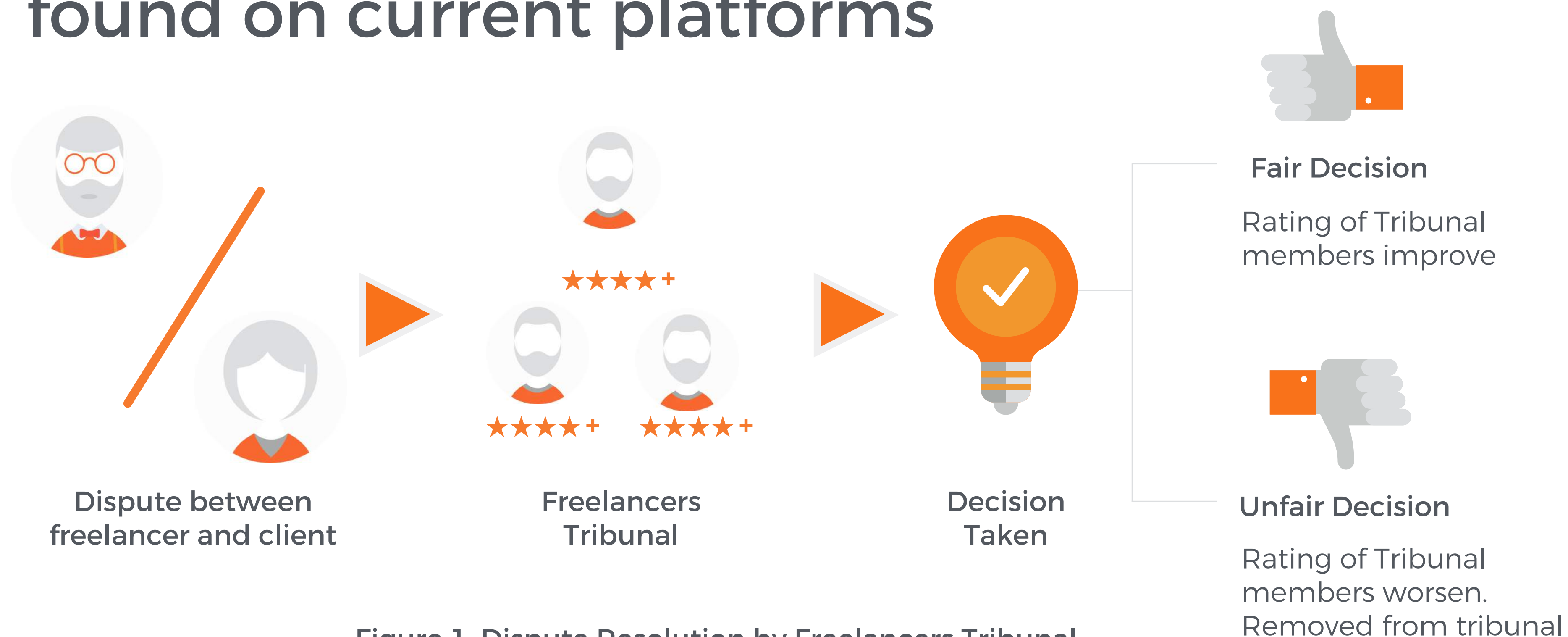
The platform is based on public blockchain which makes it censorship-resistant. The platform is controlled by smart contracts deployed on the blockchain. Moreover, running the platform on Ethereum makes the entire process open and transparent. All disputes will be resolved by the Freelancers Tribunal based on the rules laid down in the smart contracts.



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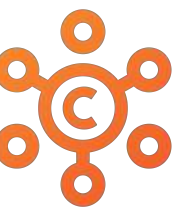
# How Coinlancer addresses the problems found on current platforms



**Figure 1: Dispute Resolution by Freelancers Tribunal**

Above we discuss how dispute resolution is addressed on Coinlancer platform

Member rankings from the freelance court are going to be determined by the market based on reviews, ratings, job completion, response rates etc. The tribunal members are going to be well-respected freelancers on the platform with already established sense of belonging to the Coinlancer and crypto community.



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# Coinlancer Fee Structure

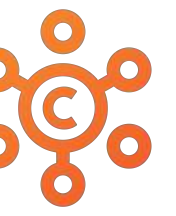


3%

Coinlancer offers a secure form of payment which protects interests of all the parties involved. Once a fee is agreed upon by a client and a freelancer, additional 3% platform fee is deposited by the client in our escrow system. The fee is released on successful completion of the project and 3% is held by the platform.

In case of a dispute, the dispute is referred to the Freelancers Tribunal.

The 3% platform fees will be paid in Coinlancer tokens.



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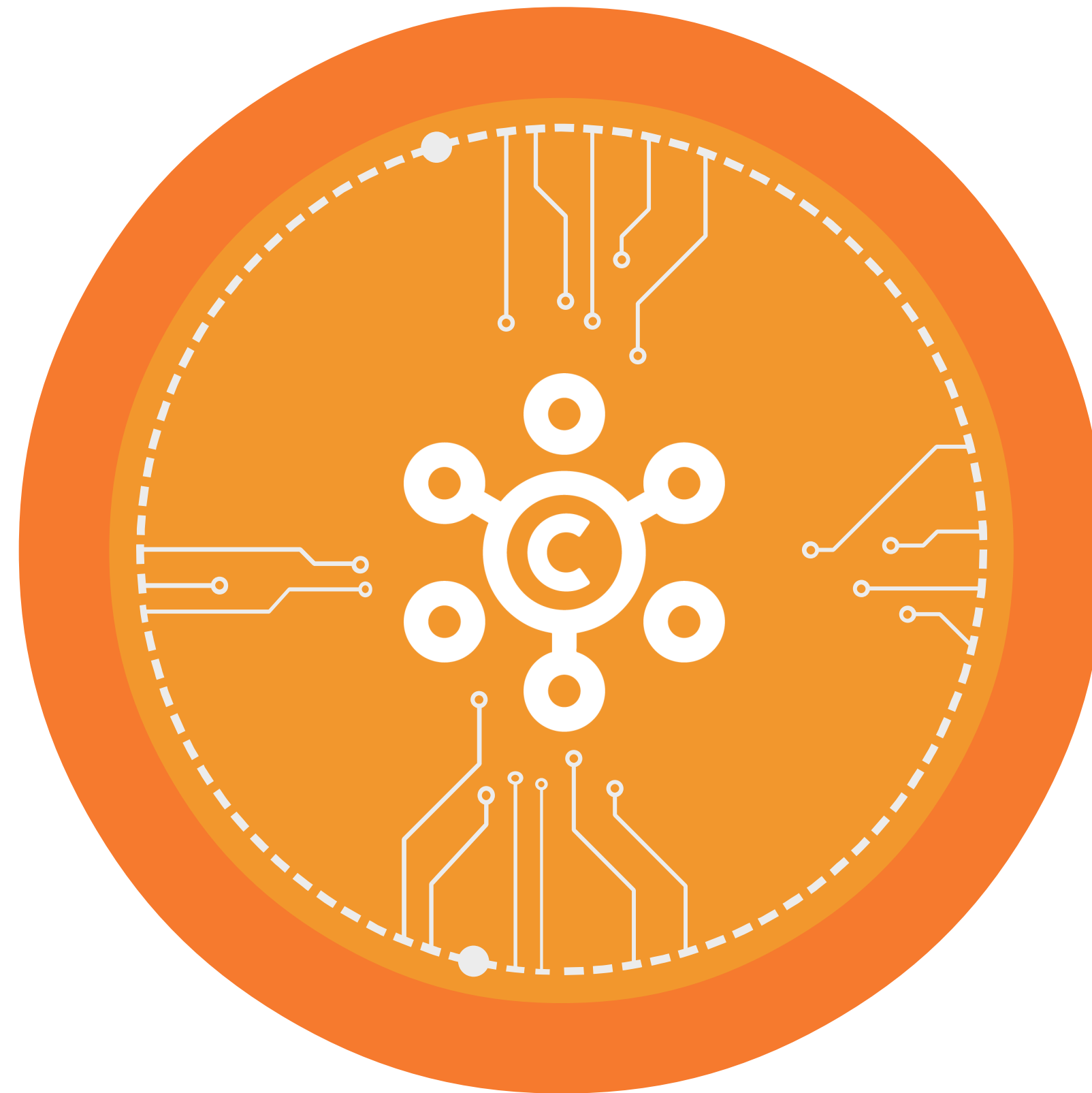
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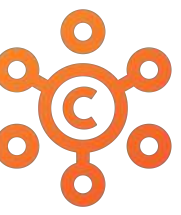
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# Coinlancer Token



Coinlancer is the native token of Coinlancer platform. This token is the primary mechanism by which 3% Escrow fees will be paid to the Coinlancer platform.

There is an inherent utility of these tokens for anyone who wants to interact with users on the Coinlancer platform. As the freelancing platform becomes popular among the users, there will be a demand for more Coinlancer tokens which would increase its value for the existing token holders.



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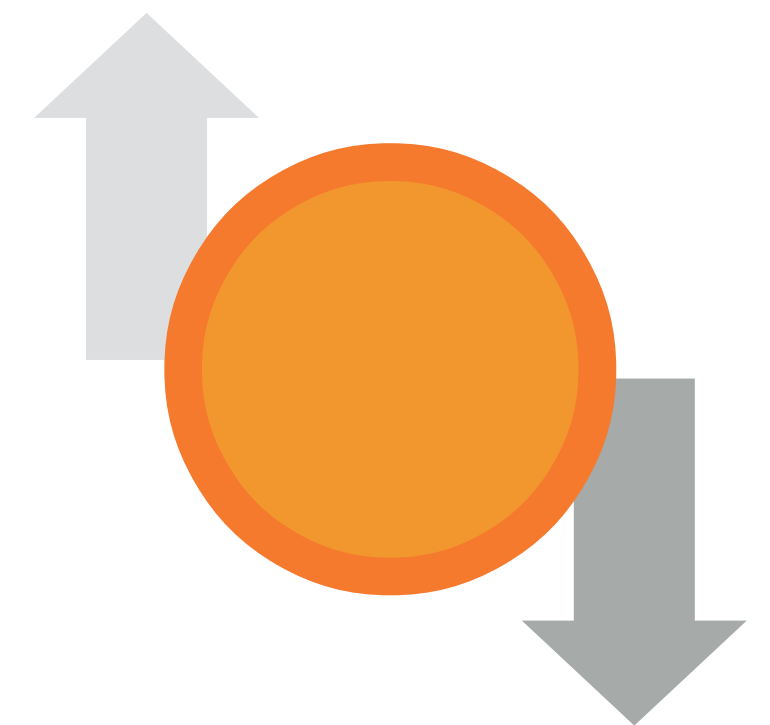
# Token Usage



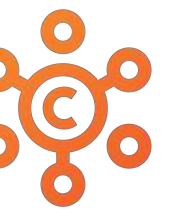
3% Escrow fee on Coinlancer platform



Payment option across several ecommerce platforms & payment processors



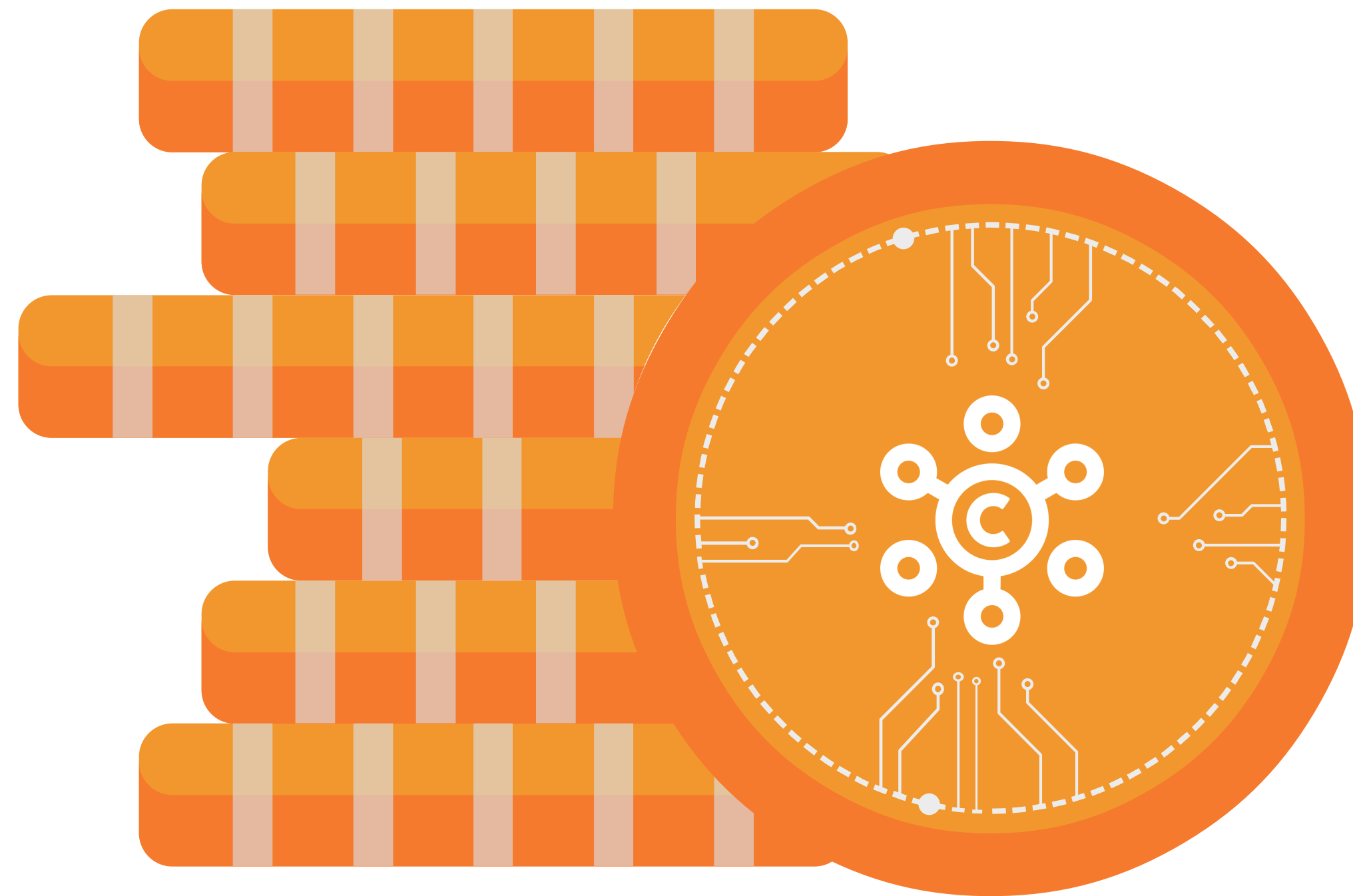
Tradable across exchanges



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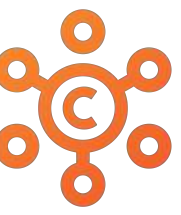
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# ICO Details



There will be 300 million pre-mined Coinlancer tokens available during ICO.





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# Initial Coin Offering

## Platform

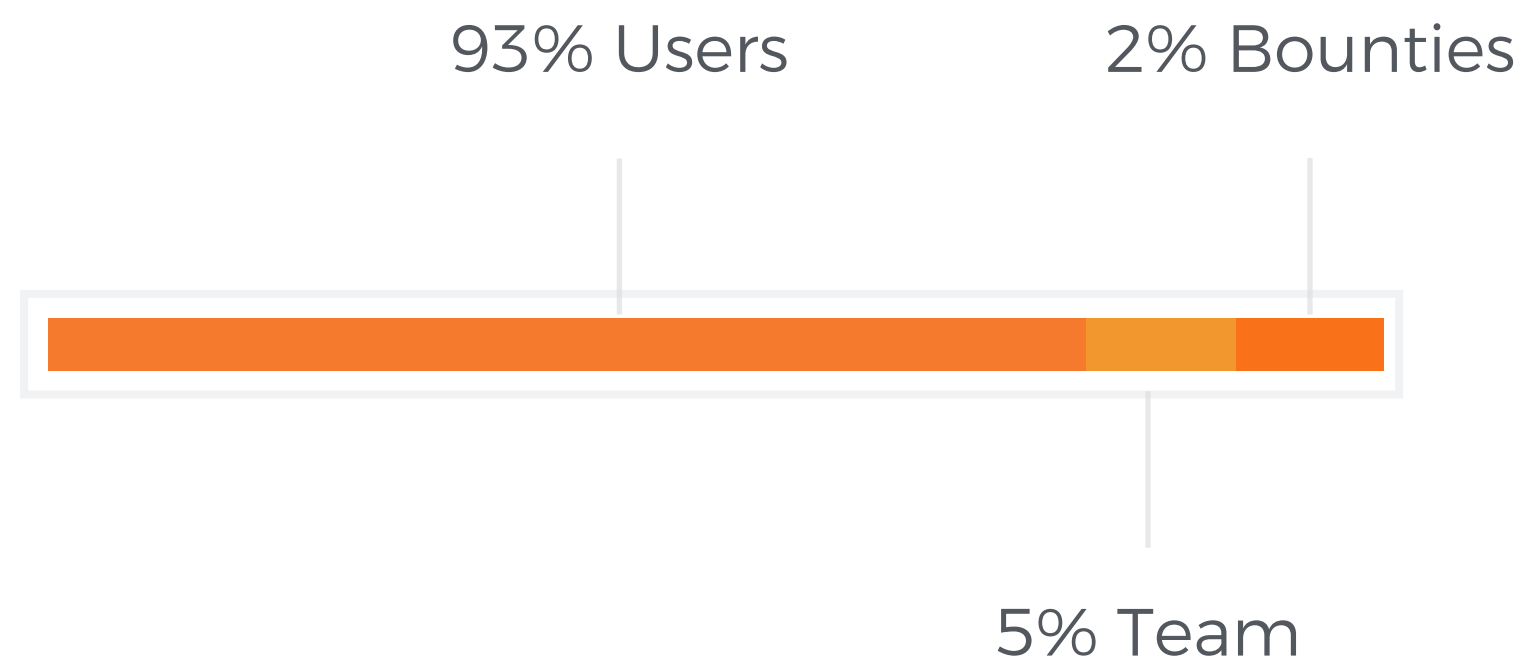


Ethereum

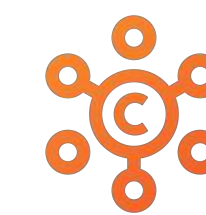
## ICO Launch



## Token Distribution-Dec 22, 2017



- Coinlancer Pre-ICO Begins on 4th October 2017, 14:00 UTC 25% discount on subsequent tokens
- Coinlancer ICO Launch Begins on 14th October 2017, 14:00 UTC
- Coinlancer ICO Finishes on 15th December 2017, 14:00 UTC



## Overview

# Initial Coin Offering

## Details

**CL**

Symbol

**Ethereum**

Technology

**300 Million**

Total Token Supply

**1 CL = USD 0.25**

Total Token Supply

## Bonuses

**20%**

Nov 1 - Nov 10

**10%**

Nov 11 - Nov 20

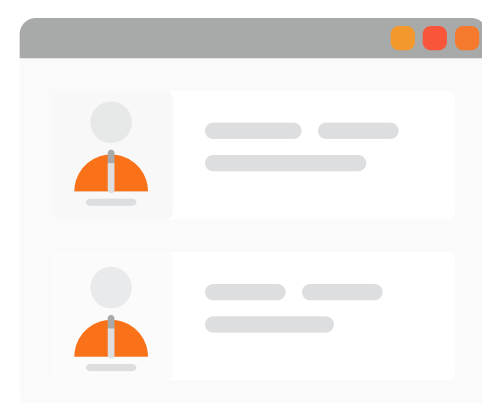
**5%**

Nov 21 - Nov 30

**0%**

Dec 1 - Dec 15

## Bounties



Bitcointalk Signature  
Campaign **(25%)**



Bitcointalk Translation  
Campaign **(10%)**



Facebook Likes  
**(10%)**



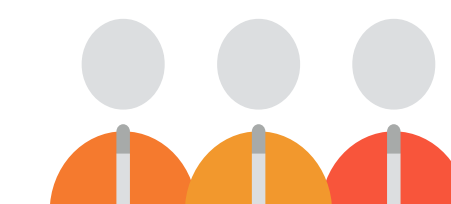
Twitter  
Followers  
**(10%)**



Blogging Campaign  
**(10%)**



Influencers  
**(10%)**



Freelancers  
**(25%)**

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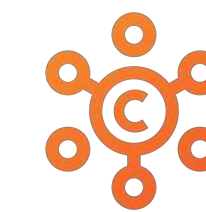
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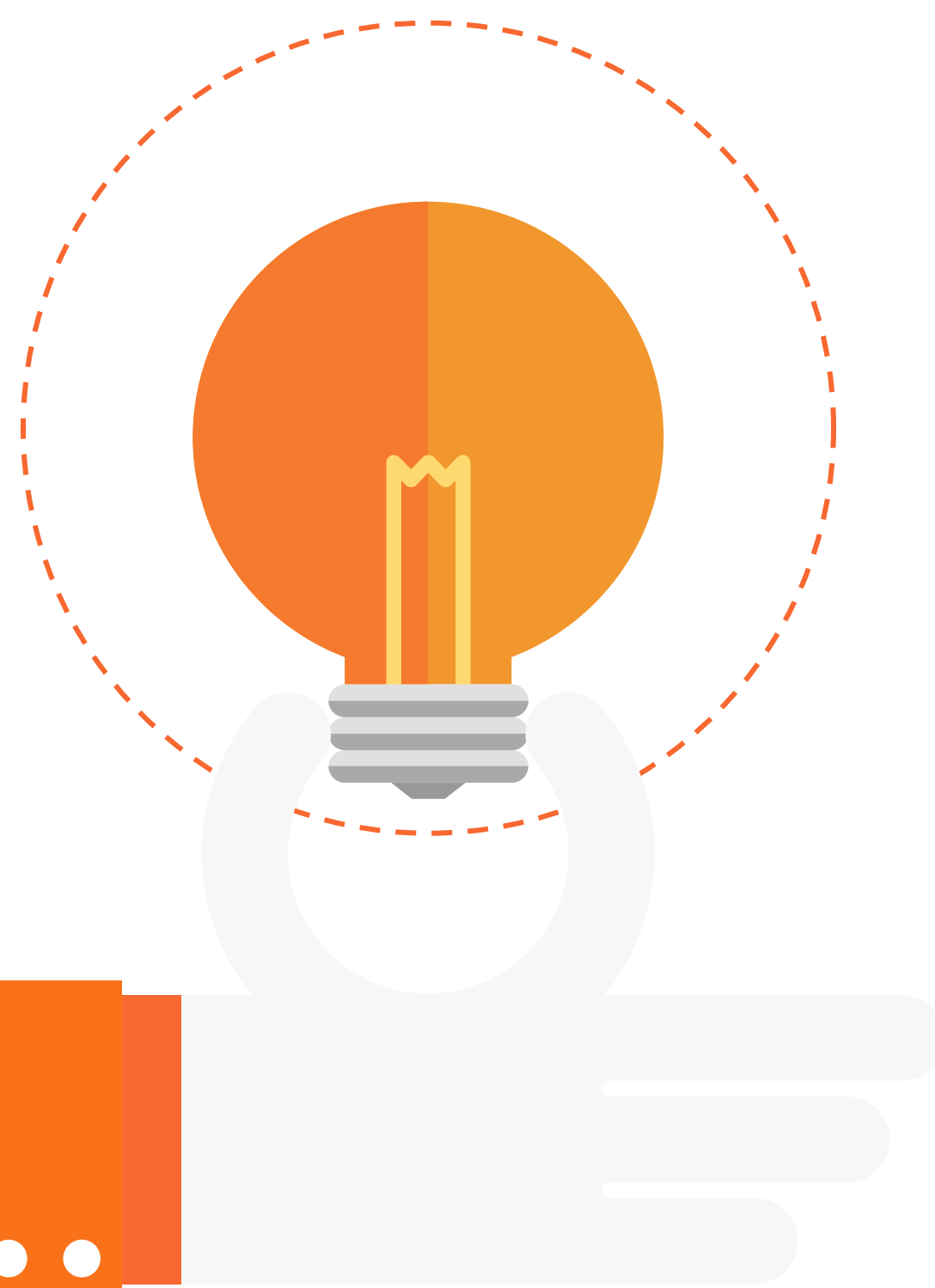
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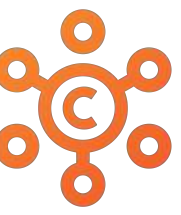
# Initial Coin Offering



The platform will seek help from the community for ideas/projects. Community help will be rewarded with Bounty credits from 2% of reserves of the Coinlancer funds. Bounty credits are awarded in Coinlancer tokens created during the ICO launch.

Tokens could later be exchanged for virtual currency.

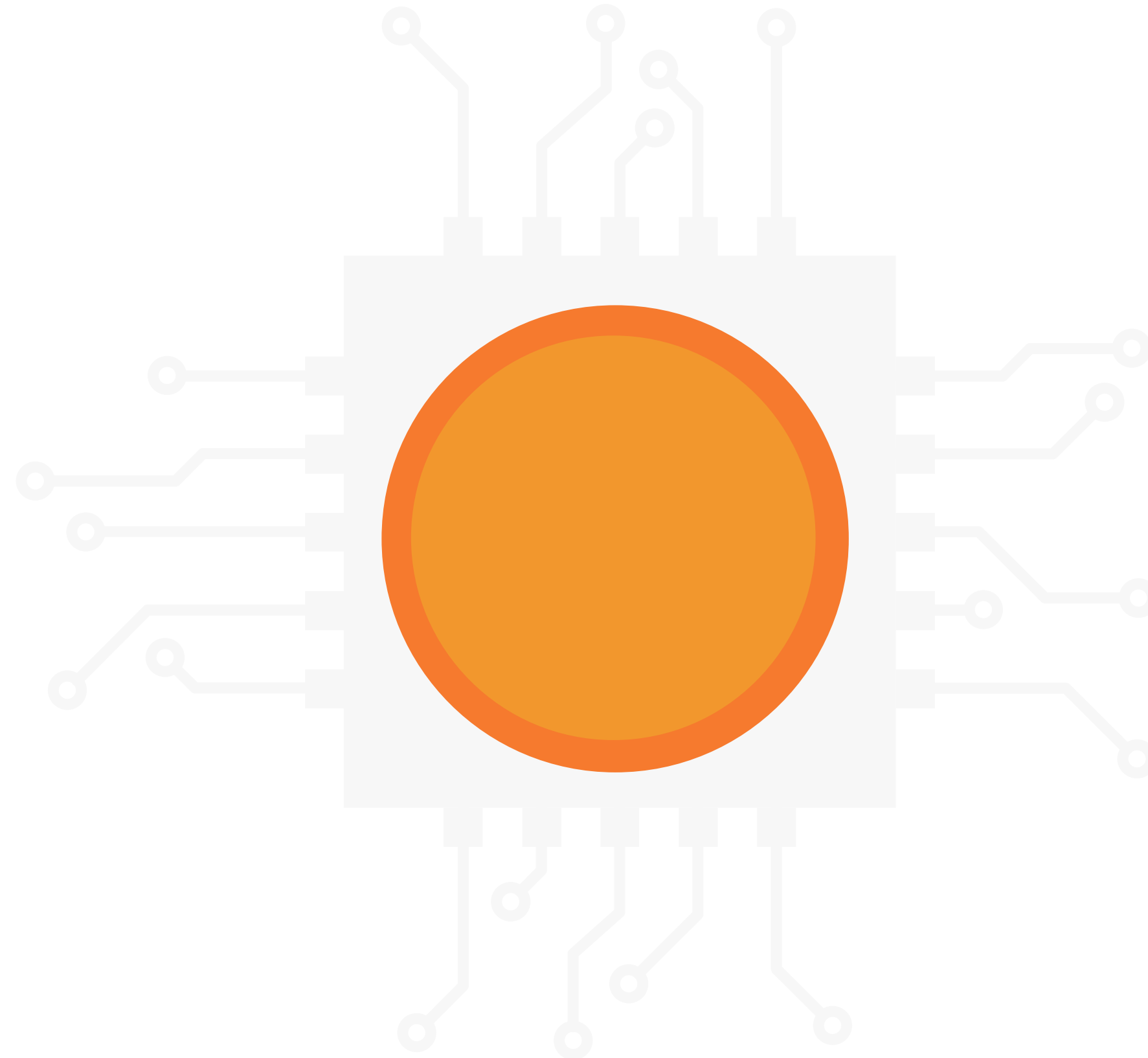
The launch will essentially be a minimum viable product. However, many more adjustments will be made in terms of tech development along the way. Further tech developments will include third-party integrations, cloud support, infrastructure upgrades to support user growth and stability and constant UX upgrades. Entire operations for the future will be done using the same funds. We do not plan on raising additional funding moving forward thus the size of the ICO.



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# Project Tokens

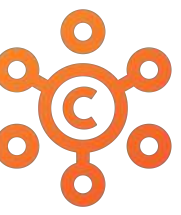


Tokens will be locked for the team.

We are fully confident in the complete sale out of the ICO. In case we are not able to do so the remaining tokens will be locked for a year, after 1 year we will be releasing the tokens to the public at the current market price to safeguard the interests to the existing token holders.

As of now, majority of the funds will be stored in BTC.

Our plans are to establish Coinlancer among the top freelancing platforms with about 1.8M registered users in 3 years, accounting for a 15% Freelancing Market CAGR.



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# Team



Ian Vineer  
CEO



Charles Voltron  
CTO



Rushabh Shah  
CFO

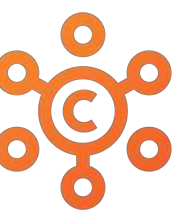


Dhaval Parekh  
Director



Konstantin Oleshko  
Project Manager





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# Road Map

- Oct 2017**  
Beginning of CL Token sale
- Nov 15th, 2017**  
Coinlancer Platform MVP Launch
- Dec 22nd, 2017**  
Distribution of CL Tokens
- Jan 2018**  
Distribution of CL Tokens
- Feb 2018**  
UX/UI Upgrades  
Solution Reviews & Platform Upgrades
- May 2018**  
Market Analysis  
Market Opportunities | App & Platform Outreach  
| 3rd Party Integrations
- Aug 2018**  
Enhancements  
Upgrades in functionality | Platform Console  
| Upgrades
- Oct 2018**  
Coinlancer App Stability & Support  
CL Longevity

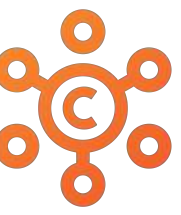
The tokens will be available on HitBTC and Changelly. Unfortunately, we are not able to speculate on the timeframe as this would depend on integration with their infrastructure.

We are well on track with the launch. The platform demo is live on <http://coinlancer.tk>

We plan on attracting 0.5%, 0.7% and 1.1% in the first 3 years respectively out of a \$1.518 trillion market in Year 3 with 162 million users (global digital freelance users).

The platform will have an exponentially growing user base meaning that the infrastructure will be constantly upgraded in terms of stability, security and speed. In addition, the Coinlancer team is extremely feedback driven meaning that new features will be adopted with market dynamics. Finally, blockchain technology is developing at an exponential speed and we cannot exclude new technology integration in the upcoming years.

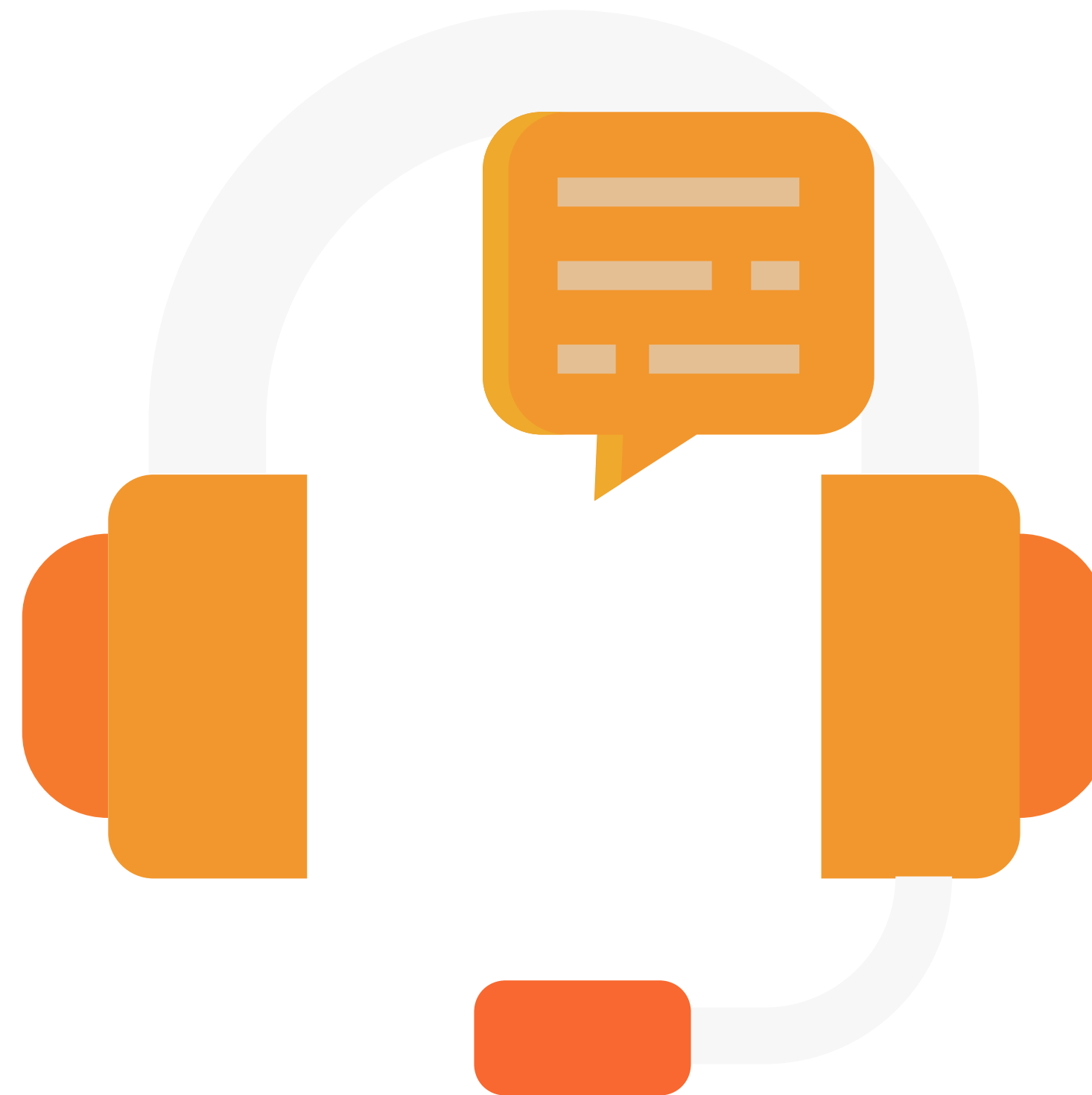




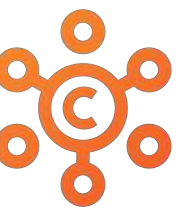
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# Future Work



Our current focus is on creating an efficient freelancing platform. Once we are successful in this, we plan to venture into the broader online labor market of BPOs and KPOs. We believe that the coordination and incentivization needed for such ventures can be achieved in a more efficient way over blockchain and through an Ethereum based platform.



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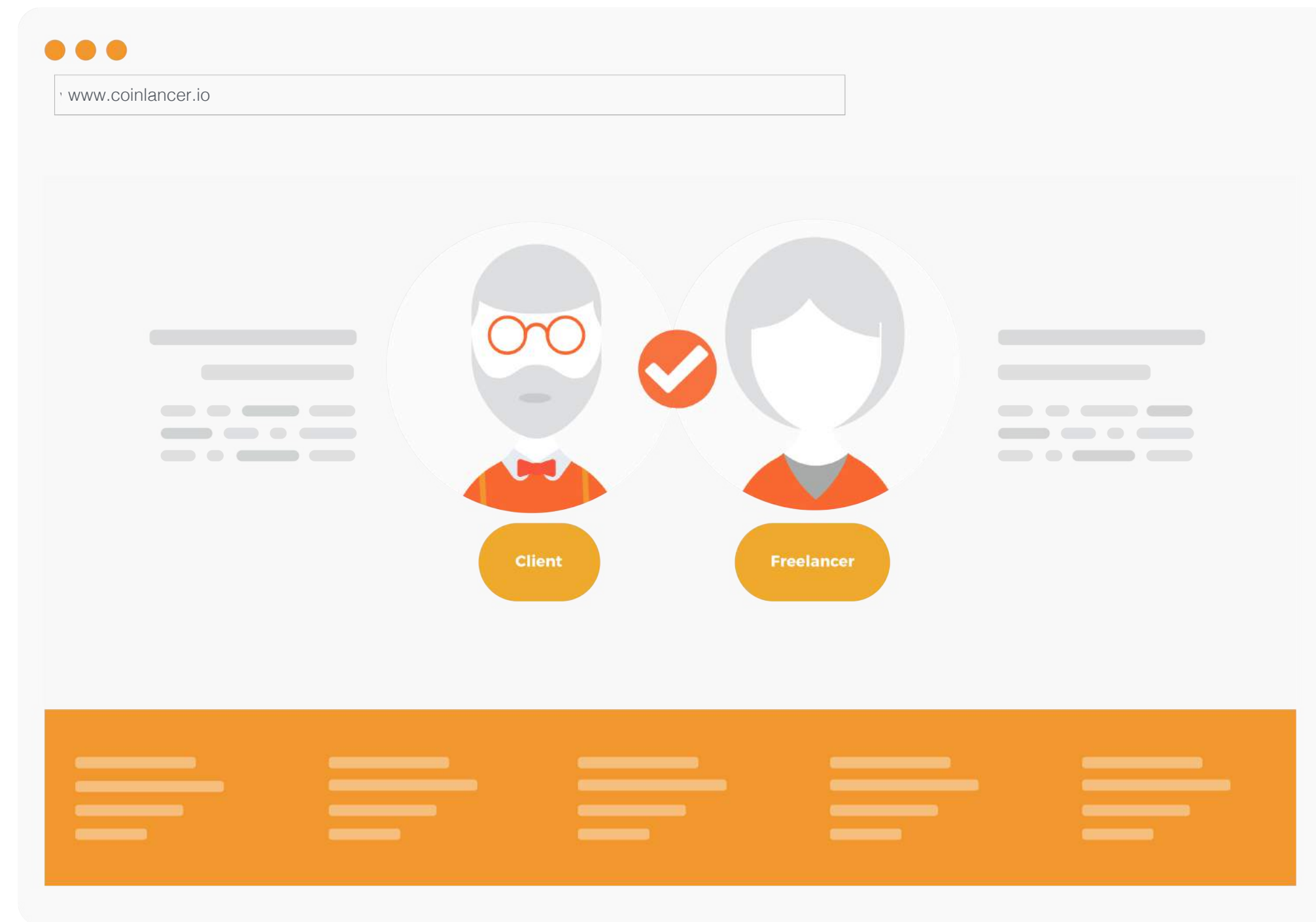
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# Summary



Coinlancer is an attempt to create a freelancing platform which is not plagued by issues present in the current freelancing industry. We have designed a mechanism which leverages blockchain technology to handle issues like unfair dispute settlement and unilateral account suspension.

Coinlancer platform helps two parties transact in an assured way.

Our vision is to enable the growth of the freelance economy by making it more efficient and fair, leveraging the latest developments in blockchain technology.



## Overview

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# Reference

[1] Upwork Freelancer Study.

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

[2] Blockchain Oracles, Blockchainhub.

<https://blockchainhub.net/blockchain-oracles/>

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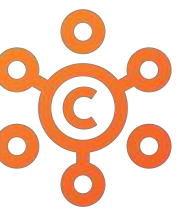
<https://www.forbes.com/sites/elainepofeldt/2016/10/06/new-survey-freelance-economy-shows-rapid-growth/>

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<http://blog.payoneer.com/freelancers/industry-tips-fl/indias-freelance-economy-is-booming-in-2016/>



# Legal Disclaimers

The purpose of this White Paper is to present the company PGEP Limited and CoinLancer(CL) Token to potential token holders in connection with the proposed Token sale. 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 purchasing CoinLancer(CL) 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.

CoinLancer(CL) Token is a utility token. This product 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.

CoinLancer(CL) Token cannot be used for any purposes other than as provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes.

CoinLancer(CL) Token confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

This English language White Paper is the primary official source of information about the CoinLancer(CL) Token. 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.

## Risk Factors

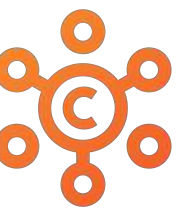
The purchase of any tokens involves a high degree of risk, including but not limited to the risks described below. Before purchasing CoinLancer(CL) Tokens, it is recommended that each participant carefully weighs all the information and risks detailed in this White Paper, and, specifically, the following risk factors.

### A. Dependence on computer infrastructure

PGEP Limited's dependence on functioning software applications, computer hardware and the Internet implies that PGEP Limited can offer no assurances that a system failure would not adversely affect the use of your CoinLancer(CL) Tokens. Despite PGEP Limited's implementation of all reasonable network security measures, its processing center servers are vulnerable to computer viruses, physical or electronic break-ins or other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of the CoinLancer(CL) Tokens.

### B. Smart contract limitations

Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks. Consequently, although the audit conducted by independent third party increases the level of security, reliability, and accuracy, this audit cannot serve as any form of warranty, including any expressed or implied warranty that the CoinLancer(CL) Smart Contract is fit for purpose or that it contains no flaws, vulnerabilities or issues which could cause technical problems or the complete loss of CoinLancer(CL) Tokens.



# Legal Disclaimers

## **C. Regulatory risks**

The Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing regulations or introduce new regulations regarding Blockchain technology-based applications, and such regulations may conflict with the current CoinLancer(CL) Smart Contract setup and CoinLancer(CL) Token concept. This may result in substantial modifications of the CoinLancer(CL) Smart Contract, including but not limited to its termination and the loss of CoinLancer(CL) Tokens as well as a suspension or termination of all CoinLancer(CL) Token functions.

## **D. Taxes.**

Token holders may be required to pay taxes associated with the transactions involving CoinLancer(CL) Tokens. It will be a sole responsibility of the token holders to comply with the tax laws of the relevant jurisdictions and pay all required taxes.

## **E. Force Majeure.**

PGEP Limited's performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this White Paper, force majeure shall mean extraordinary events and circumstances which could not be prevented by PGEP Limited and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond PGEP Limited's control, which were not in existence at the time of Token sale. If such circumstances occur prior to issuance of CoinLancer(CL) Tokens and PGEP Limited is unable to issue CoinLancer(CL) Tokens within months from the projected date, the escrow agent may issue a refund at the request of the CoinLancer(CL) Token purchasers. The refund will be issued in the original form of payment to the same digital wallet or bank account where the funds were transferred from.

## **F. Disclosure of information.**

Personal information received from CoinLancer(CL) token holders, the information about the number of tokens owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when PGEP Limited is required to disclose such information by law, subpoena, or court order. PGEP Limited shall at no time be held responsible for such information disclosure.

## **G. Value of Coinlancer(CL) Token.**

Once purchased, the value of CoinLancer(CL) Token may significantly fluctuate due to various reasons. PGEP Limited does not guarantee any specific value of the CoinLancer(CL) Token over any specific period of time. PGEP Limited shall not be held responsible for any change in the value of CoinLancer(CL) Token.

Assumptions with respect to the foregoing involve, among other things, judgments about the future economic, competitive and market conditions and business decisions, most of which are beyond the control of the PGEP Limited team and therefore difficult or impossible to accurately predict. Although the PGEP Limited team believes that its assumptions underlying its forward-looking statements are reasonable, any of these may prove to be inaccurate. As a result, the PGEP Limited team can offer no assurances that the forward-looking statements contained in this White Paper will prove to be accurate. In light of the significant uncertainties inherent in the forward-looking statements contained herein, the inclusion of such information may not be interpreted as a warranty on the part of PGEP Limited or any other entity that the objectives and plans of the PGEP Limited project will be successfully achieved.

Please note that the PGEP Limited project and CoinLancer(CL) Token may be subject to other risks not foreseen by its team at this time.



# Coinlancer

An Ethereum based platform for freelance community

## Get in touch



PEGP Limited



[info@coinlancer.io](mailto:info@coinlancer.io)



[www.coinlancer.io](http://www.coinlancer.io)



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