

# YOU WHO

Global On Demand  
Services Platform



# what is **YOUWHO**?

- > Global on demand services platform
- > Search for and book peer to peer services
- > List peer to peer services with 0% commission
- > Pay and get paid any time, anywhere
- > Stake **\$YOU** tokens and claim fee pool rewards



# mission statement

0%

unemployment

100%

of population banked



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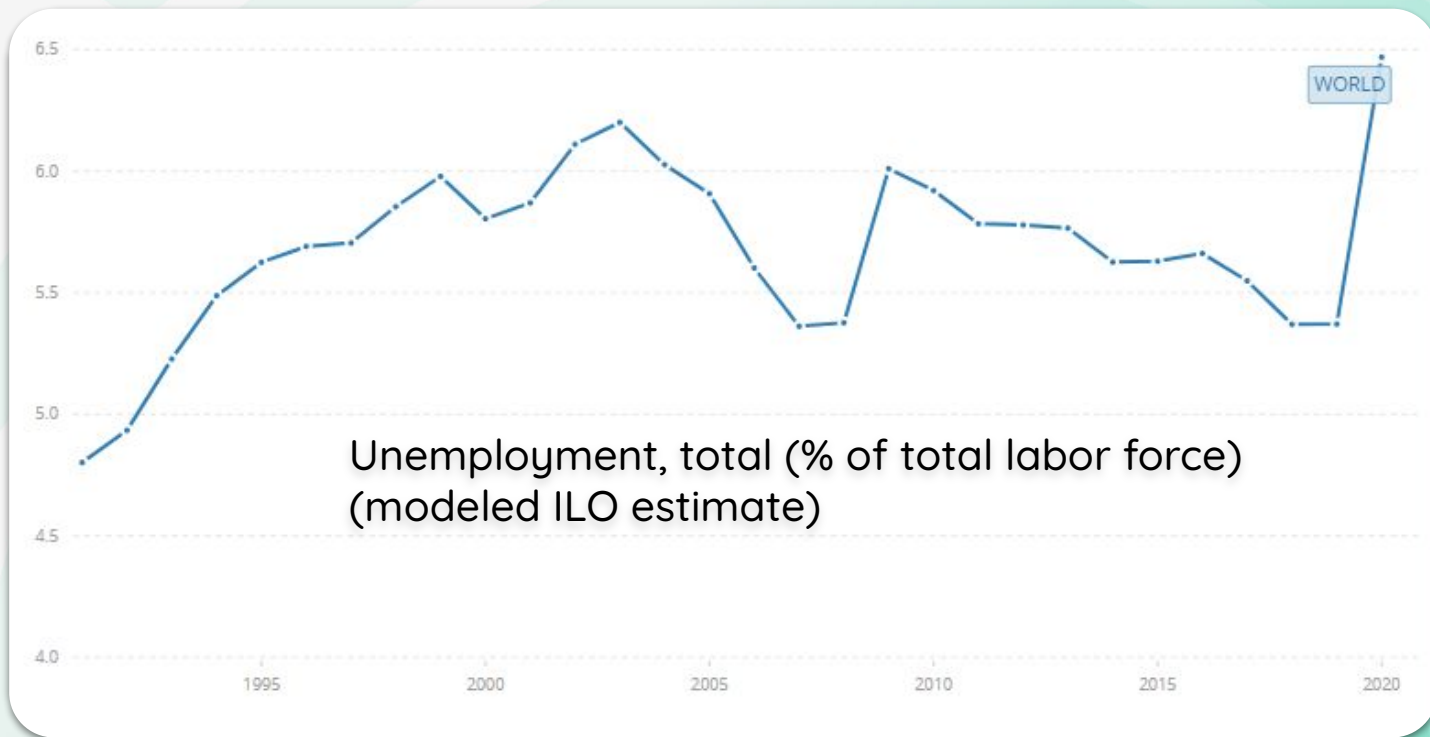
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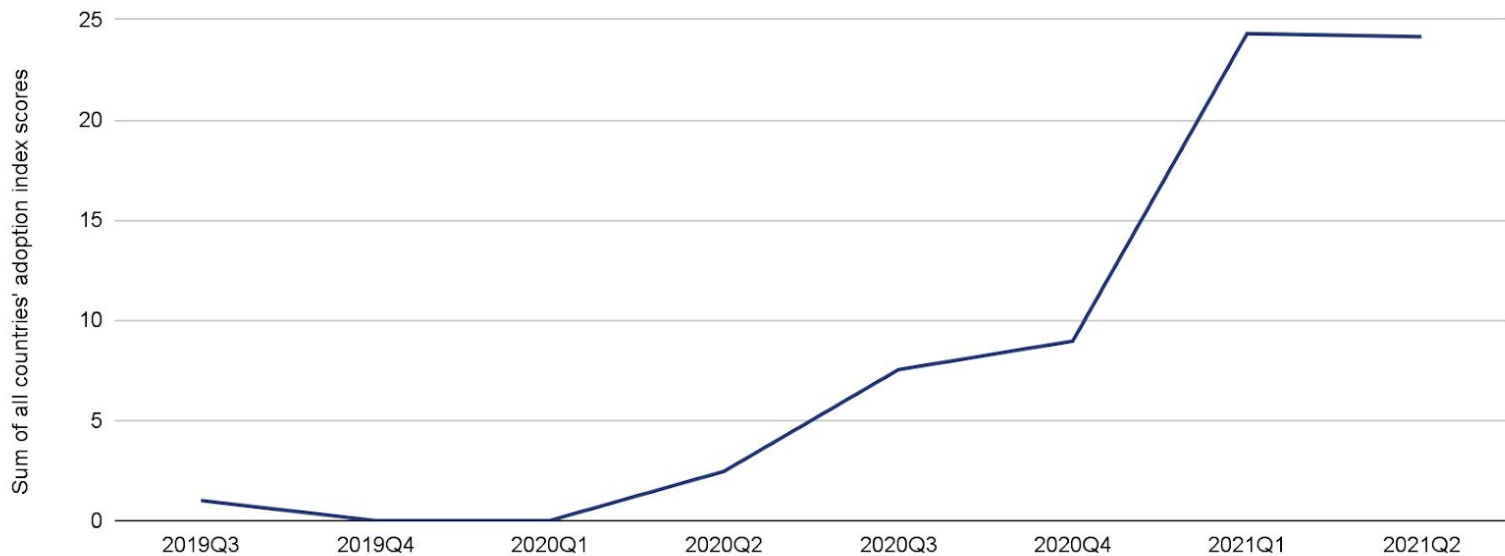


# the facts



# the facts

Chainalysis Global Crypto Adoption Index: Sum of all countries' index scores by quarter



# why is **YOUWHO** needed ?

- > Youwho provides **opportunities** for those in need of income to offer their services to the world.
- > On the flip side people looking for services will be able to **connect directly** to independent service providers, peer to peer.

This enables **anyone** that is **unemployed to earn income**, and at the same time **own a wallet** which they can earn **passive income** from.

This addresses our 2 main mission statements.





# how **YOUWHO** works for users

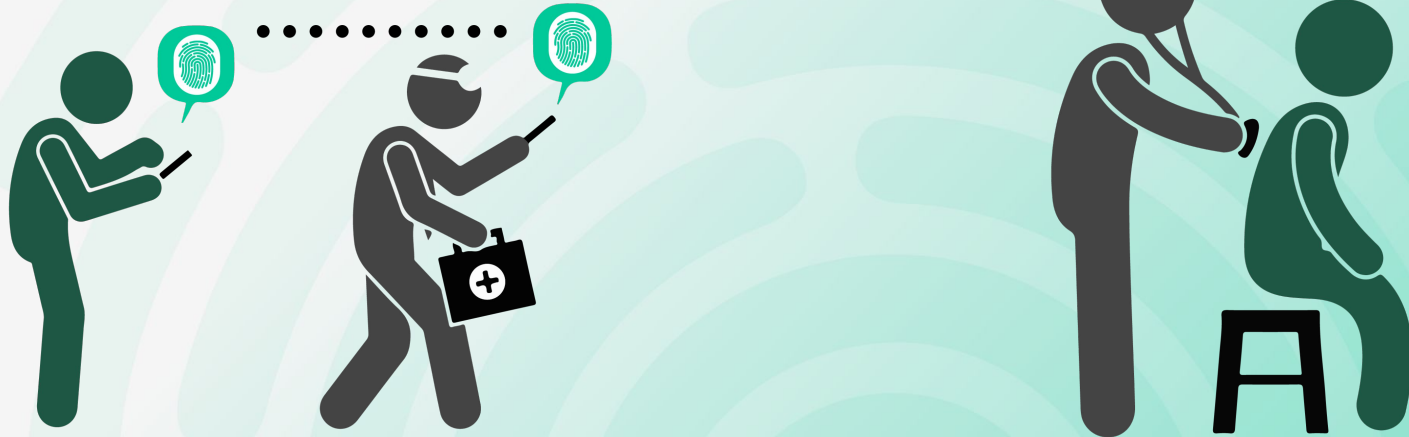
User A requests a Service (or Product) or chooses from what is on offer in the **YOUWHO** platform

#1

User B responds to User A's request

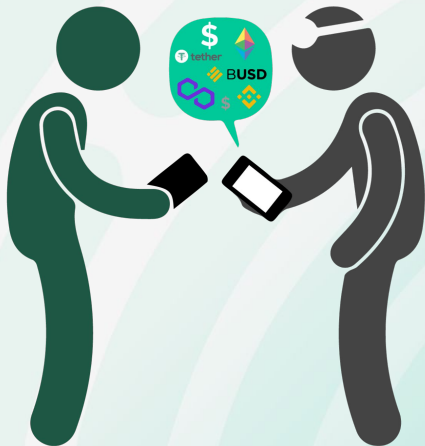
#2

User B provides service to User A



# how **YOUWHO** works for users

User A pays User B  
with crypto through  
the **YOUWHO** ecosystem\* #3



User A and User B are both  
rewarded with **\$YOU** tokens #4



\* The youwho ecosystem deducts a % of the transaction value as a fee which is put into a fee pool that \$YOU token stakers can claim weekly





# value matrix

Pain Points	Product Value	Message
Waste time searching Google for various providers	Providers available right now can be found in the app via 'push notifications'	Stop wasting time searching google when there are already people looking for you
Price Negotiations - back and forth phone calls to compare prices with different providers	Quotes can be seen from multiple providers after job broadcast.	Get multiple quote from different providers all at once without a single phone call
Scheduling - phone calls back and forth / Phone tag	Users will see providers who are available now, scheduling can be done via app and linked to calendars	Scheduling of Date/Time done via app linked to in app Calendar
Customer doesn't know if the provider does a good job	Customers can see reviews of previous jobs done by service providers	Take the guesswork out of Quality assurance by seeing reviews of previous jobs



# marketing strategies

Strategy	Customers (App Users)	Service Providers
Digital Marketing	<ul style="list-style-type: none"><li>- Google Ads targeting specific segments</li><li>- Short clips of people transacting (Tik Tok / Youtube Shorts)</li></ul>	<ul style="list-style-type: none"><li>- Facebook Ads targeting specific User profiles</li><li>- Community competition / events</li></ul>
Partnerships	<ul style="list-style-type: none"><li>- Influencers for specific groups</li></ul>	<ul style="list-style-type: none"><li>- Industry Association Meetings / Town Halls (Country basis)</li><li>- Govt. Labour Departments</li></ul>
Distribution	<ul style="list-style-type: none"><li>- Google Play Store</li><li>- Apple Store</li></ul>	<ul style="list-style-type: none"><li>- Google Play Store</li><li>- Apple Store</li><li>- QR codes from associations</li></ul>
Offline Marketing	<ul style="list-style-type: none"><li>- Billboards</li></ul>	<ul style="list-style-type: none"><li>- Billboards</li></ul>



# how **YOUWHO** works for investors

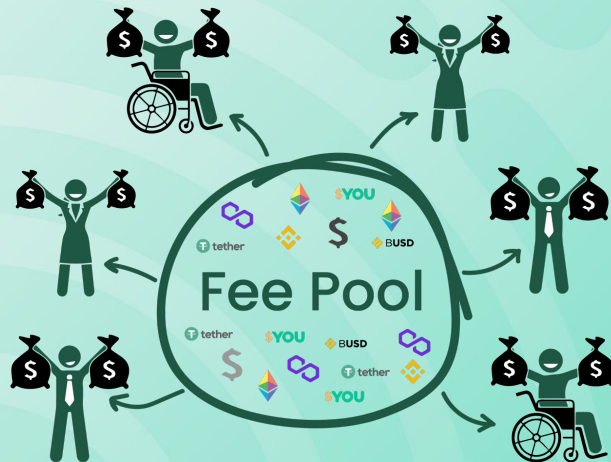
## Staking

Earn **\$YOU** Staking rewards for helping to secure the **YOUWHO** ecosystem



## Claim Fees

Claim a portion of the fee pool weekly based on the number of **\$YOU** tokens staked in the **YOUWHO** ecosystem



# how **YOUWHO** works for investors

## Arbitration

Take part in arbitration of ecosystem related issues and get rewarded with even more **\$YOU**



## Governance

Take part in governance of the **YOUWHO** ecosystem to steer it in the direction you see fit!



# business model

\* **3%**

of Transaction Value goes into fee pool

Range : 1.5-3% Max.



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# revenue forecasting

290 M

(Unemployed with Internet worldwide)\*

X 5%

(Service provider to User ratio)

14 Mil

(People provide Service on youwho)

X 10%

(Actual service usage as %)

1.4 Mil

(Daily services provided)

X \$10

(Average transaction value p/service p/day)

= \$14 M

Transaction Value p/day





# revenue forecasting

**\$14 Mil** p/day (transaction value)

x **3%** fee

= **\$420k** p/day (fees claimable by investors from fee pool)

Or

**\$150 mil.** p/year



# \$YOU investors get

1. \$YOU tokens
2. Portion of Fees generated by the Platform (claimable by YOU token stakers ONLY)
3. High Staking Rewards
4. Governance



# when will **YOUWHO** be available?

## Today!

**YOUWHO** is available **now** on Apple and Android. Search for "**YOUWHO**" in the App or Play store or use the links below:



Apple App store <https://ios.youwho.io>



Google Play store <https://android.youwho.io>



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# YOUWHO ROADMAP

## Concept

- youwho conceptualization and early demo prototyping
- website + lightpaper launch

q3 2021

## SuperStaker

- \$YOU token SuperStakier platform launch
- Begin distributing \$YOU tokens to early User, Contributor, Service Provider registrants

q4 2021

## \$YOU ICO

- Initiate development of youwho Serve, decentralized services platform
- Initial Coin Offering for \$YOU tokens

q1 2022

## Eats

- Initiate development of youwho Eats, decentralized food delivery platform
- Begin bridging \$YOU tokens over to Avalanche, Ethereum & Polygon and launch Liquidity Pools on Dex

q4 2024

## Serve Launch

- Soft launch for youwho Serve
- Onboarding International Partnerships
- Marketing for soft launch

q2 2024



q4 2023

## Stays + Token Bridge

- Initiate development of youwho Stays, decentralized hotel & airbnb platform
- Hard launch of youwho Serve

q2 2025



## PancakeSwap

- Early beta access and testing for youwho Serve
- Issue \$YOU tokens to ICO investors
- List \$YOU token on PancakeSwap

q4 2025

## Store

- Initiate development of youwho Store, decentralized merchant marketplace platform
- Early beta access and testing for youwho Stays

## Race

- Initiate development of youwho Race, decentralized courier service platform
- Early beta access and testing for youwho Eats

q2 2026

## Lifts

- Initiate development of youwho Lifts, decentralized taxi service platform
- Early beta access and testing for youwho Stays and youwho Race
- Soft launch for youwho Store and youwho Eats



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# Marketing



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# industry market size

(there are alot more industries)

Industry	Market Size 3-6 Years (USD)
Auto Repair & Maintenance	\$ 800 Billion
Home Healthcare	\$ 500 Billion
Tutoring	\$ 200 Billion
Electrician	\$ 200 Billion
Veterinary	\$ 130 Billion
Landscape / Gardening	\$ 120 Billion
Plumbing	\$ 120 Billion
Cleaning	\$ 90 Billion
Payroll & Bookkeeping	\$ 60 Billion
Road Side Assistance	\$ 40 Billion
Personal Training	\$ 13 Billion
<b>TOTAL</b>	<b>\$ 2.2 Trillion</b>





# crypto adoption %

(by country 2021)

Country	%
Nigeria	42%
Thailand	31%
Philippines	28%
Vietnam	27%
Turkey	25%
Argentina	21%
South Africa	21%
Switzerland	16%
Malaysia	16%
Brasil	16%

<https://www.statista.com/statistics/1202468/global-cryptocurrency-ownership>



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# crypto users

## *population*

(by country 2021)

Country	*No. Crypto Users	Language
India	200,000,000	English
Nigeria	86,000,000	English
USA	43,000,000	English
Brasil	34,000,000	Portuguese
Indonesia	33,000,000	Indonesian
Pakistan	30,000,000	English
Philippines	30,000,000	English
Vietnam	26,000,000	Vietnamese
Thailand	21,000,000	Thai*
Turkey	21,000,000	Turkish

Country	*No. Crypto Users	Language
Russia	13,000,000	Russian
Mexico	13,000,000	Mexican
South Africa	12,000,000	English
Egypt	12,000,000	Arabic
Germany	8,000,000	German
Malaysia	5,000,000	Malay
UK	5,000,000	English
Canada	4,000,000	English
Australia	3,000,000	English
Switzerland	1,300,000	German



# strategy *Phase 1*

## On-Board Service Providers

1. Target English Speaking Countries first
2. Target High market size industries
3. Social Media Targeted Ads (facebook / facebook groups / google)
4. Target Ads Reddit / Twitter
5. Target Ads on Industry Specific Forums
6. Approach Technical trade schools/colleges for Partnership

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Pakistan	30,000,000	English
Philippines	30,000,000	English
Thailand	21,000,000	Thai*
South Africa	12,000,000	English
UK	5,000,000	English
Canada	4,000,000	English
Australia	3,000,000	English



# YOUWHO summary

## What...

1. Global On-Demand Services Platform
2. Connecting people Peer-to-Peer

## Why?

1. Global Services Market worth \$3+ Trillion USD
2. 300 Million Unemployed (with internet)
3. 2.2 Billion Unbanked
4. 50% workforce unhappy
5. Extra Income for Single Income Families

## Business Model

3% Transaction fee (max.)  
\$10m Transactions p/Day  
\$300k usd p/day or \$100m p/Year

## Competitors

Upwork (Digi)  
Freelancer (Digi)  
Toptal (Digi)  
Task Rabbit (General)  
Fiverr (Digi)  
Fastwork (TH)

## Target Market

Industry	Market Size (USD)
Auto Repair & Maintenance	\$ 800 Billion
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# A d o p t i o n

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Australia	3,000,000	English



# the **YOUWHO** team



**Seree (Ted)  
Thongkamtang**  
development



**Brian Frost**  
finance



**Barney Lee**  
marketing



**David Bedford**  
legal / advisor





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Your Life is in Your Hands  
It's all about \$YOU

