



CAERUS CONNECTIONS™

Disrupting the Recruitment Market

An Employee Data Ecosystem

WHITEPAPER

TABLE OF CONTENTS

Disclaimer	2
Abstract	3
Market Challenges	4
Employer Challenges	4
Candidate Challenges	5
The Solution	5
Career Driver Compass	8
Overall Value Proposition	10
The Technical Stuff	10
The Caerus Connections™ Platform	11
Access to Caerus Token	12
Data Storage	13
Two-Part Encryption Key/Identifier	13
Platform Features and Details	13
Overview	13
Platform Details	14
Caerus Token - Token Generation Event (TGE)	15
Token Use	15
Token Breakout	17
Public Offering	17
TGE Pricing	17
Retail Tokens	18
Launch Partners, Incentive Tokens, and Founders Tokens	18
Bounty Program	19
Caerus Connections™ Foundation	19
Token Flow and Decentralized Exchanges	19
Rollout Strategy	19
Program Timelines	19
Marketing	20
The Team	21
Core Team	21
Strategic Advisors	23
Summary	25
Contact Us	25

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This whitepaper contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 and other legal authority. Forward-looking statements include statements about scalability, growing distribution channels, credit predictability and information concerning our future financial performance, business plans and objectives, potential growth opportunities, financing plans, competitive position, industry environment and potential market opportunities. Forward-looking statements can also be identified by words such as “will,” “enables,” “expects,” “may,” “allows,” “continues,” “believes,” “intends,” “anticipates,” “estimates,” or similar expressions. Forward-looking statements are neither historical facts nor assurances of future performance. They are based only on our current beliefs, expectations, and assumptions regarding the future of our business, anticipated events and trends, the economy, and other future conditions. Moreover, we do not assume responsibility for the accuracy and completeness of forward-looking statements. As such, they are subject to inherent uncertainties, changes in circumstances, known and unknown risks, and other factors that are difficult to predict and, in many cases, are outside of our control.

As a result, you should not rely on any forward-looking statements. Our expected results may not be achieved and actual results may differ materially from our expectations. Important factors that could cause actual results to differ from our forward-looking statements are the risks that we may not be able to manage our anticipated or actual growth effectively, that our models do not adequately identify potential risks, and other risks. We undertake no obligation to publicly update any forward-looking statements for any reason after the date of this white paper to confirm these statements to actual results or to changes in our expectations, except as required by law.

Overview

The recruiting industry is bloated and inefficient, costing companies \$200 billion annually on the promotion, search, and screening of candidates for open positions. Candidates also face significant challenges as most candidates find the job search process to be cumbersome, time consuming, and often limited to an individual’s network. In fact, 83% of job seekers find the whole process to be a poor experience¹.

Caerus Connections™ is designing a way to improve this expensive, incomplete, and inexact process through a blockchain-based hiring platform. The Caerus Connections™ platform (consisting of a web app and mobile app UIs) will provide businesses with an extensive searchable candidate database while allowing candidates to showcase a complete representation of his/her job qualifications and desires.

A unique and powerful feature of Caerus Connections™ is the inclusion of the Career Driver Compass, an established and psychometrically valid, online assessment that measures the workplace motivators of individual job candidates. This data provides both parties a comprehensive and objective understanding of the requirements of the open position and of the “fitness” of the candidate. Caerus Connections™ is the only recruitment site to offer this level of information, transparency, value, and return to both job candidates and hiring companies.

In the future, the data contained in this ecosystem will eventually be available, on a macro level, for research purposes to progress future employee-based algorithms and AI applications.

¹ <https://www.linkedin.com/pulse/what-bersins-2015-talent-acquisition-factbook-tells-us-lori-sylvia>

MARKET CHALLENGES


The recruitment market is unnecessarily complex and limiting for both businesses and candidates. A few top reasons are that the current system is:

- Expensive
- Unpredictable
- Inefficient

In the United States alone, the current recruitment landscape looks like this:

 **\$200 BILLION**
RECRUITING INDUSTRY

 **20% - 24%**
OF AMERICANS CHANGE JOBS EVERY YEAR

 **41 MILLION**
PEOPLE SEARCH FOR JOBS ON A YEARLY BASIS

 **\$4,000**
ON AVERAGE IS SPENT ON THE HIRING PROCESS

 **150**
RESUMES ON AVERAGE ARE RECEIVED PER POSITION

 **>45%**
OF CANDIDATES NEVER HEAR BACK FROM EMPLOYERS

 **83%**
CONSIDER THEIR JOB SEARCH EXPERIENCE AS **POOR**

 **20-25%**
OF CANDIDATES ARE NOT A GOOD LONG-TERM FIT

Employer Challenges

Hiring a new employee can be complex, time-consuming, and expensive. Companies pay millions of dollars for recruiters to conduct candidate searches that often yield lackluster results. However, in spite of these obstructions, professional recruiting is experiencing one of the fastest rates of pay growth in the US. On average, in 2016 recruiters saw a 7.6% increase in pay year-over-year².

In addition to the search for verifiable candidate information (education and employment history), employers typically have unique qualifying questions candidates must answer. The practicality of engaging an extensive list of queries for each candidate, multiplied by every open position, becomes increasingly paralyzing. Even more challenging is the process of identifying candidates whose workplace motivators align with the requirements for the job.

Businesses will benefit from a platform where they can eliminate the middleman and search expeditiously for qualified candidates—based on verified job histories, relevant candidate data, and verification of candidate workplace motivators—to fill open position(s).

²<https://devskiller.com/50-recruitment-stats-hr-pros-must-know-2017/>

Candidate Challenges

Candidates have an equally difficult time navigating the complicated job search process. Their obstacles include heavily disseminated job postings, obscured company information, and cumbersome hiring processes³.

Qualified candidates are too often lost in a pool of less-than-desirable candidates who work the system by using professional résumé development services, creating slick (and selective) online portfolios, or by hiring interview coaches so that they can present what employers want to hear, rather than providing realistic details regarding his or her actual job performance.

Candidates will benefit from a comprehensive platform where they can showcase their full capabilities and work motivators. The ability to present a clear, concise, and accurate job history and performance information provides value to all involved.

The Solution

Caerus Connections™ is developing a hiring ecosystem that utilizes blockchain technology to record objective and verified employee data, as well as store selected, subjective data, such as salary requirements and one's willingness to relocate. Using the blockchain ensures an accurate and comprehensive portrayal of each individual's talents and motivations. Furthermore, businesses will be able to easily search and navigate verified candidate information to find the right employee. In the current market, this is not possible.

The Caerus Connections™ platform is an optimal way to securely house candidate job qualifications, as well as grant others access to this data through permission-based software. Our platform will allow job candidates to maintain their anonymity throughout the process, while accurately showcasing their unique talents to future employers. The communication flow of the site will allow job candidates to make the final determination as to when to reveal their full identities to potential employers.

Our vision is to disrupt the recruitment market and provide a simpler and more effective way for employers and prospective employees to connect.

³ <http://blog.rpoassociation.org/blog/5-top-challenges-of-talented-job-seekers>

The Caerus Connections™ platform has four major differentiators in the job search realm:

1. Better Matches

Unlike any job portal, candidates can complete an online, psychometrically validated, assessment to showcase their individual preferences, allowing companies to accurately fit employee motivators to their open positions.

2. Comprehensive Data

Individuals can showcase a comprehensive career portfolio with all verifiable employer data in one secure place, while employers have access to a highly functional platform that allows for fast, relevant, and robust searches of candidates on expansive criteria and data.

3. Confidential and Decentralized

Caerus Connections™ creates a system that is completely confidential for employees and employers due to the anonymity that public and private key pairs provide. A decentralized platform means that job seekers and companies aren't beholden to traditional career site paradigms and can expect superior results when using Caerus Connections™.

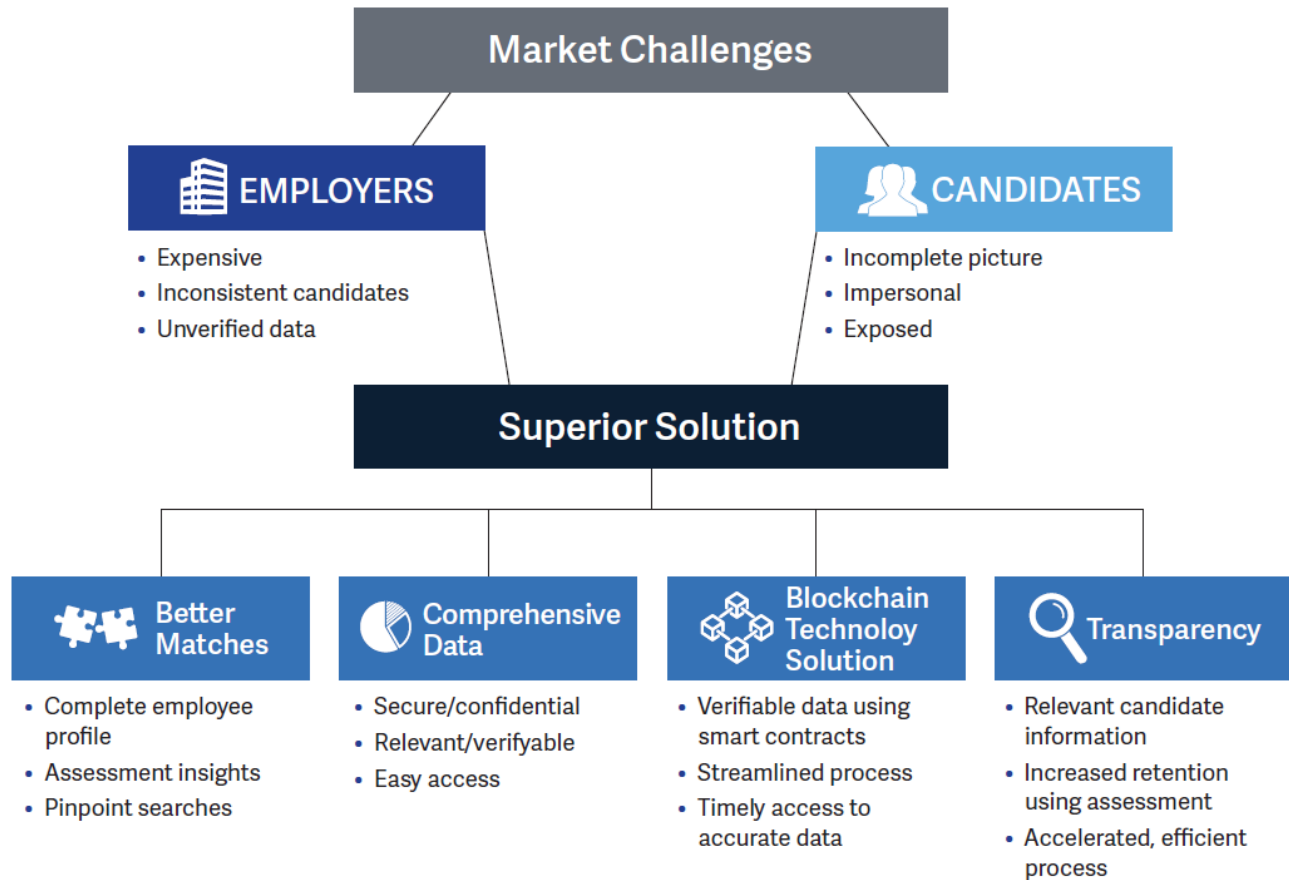
4. Transparent

The Caerus platform ensures transparency throughout the recruitment and hiring process by creating a person-to-person (P2P) job seeker and company relationship. Companies gain efficiency by filtering out undesirable candidates via easily verified criteria. Candidates can easily see the status of their application and determine whether or not it has been viewed by the employer.

The transparency of historical employment data also ensures that the candidate / employer pairing is a better fit than what is provided by status quo solutions. This leads to faster, more accurate hiring decisions that save both the candidate and the employer considerable time and money.



A Hiring Ecosystem



The Caerus Connections Hiring Ecosystem utilizes blockchain technology to connect employers and potential candidates in a transparent and verified platform, yielding superior results.

CAREER DRIVER COMPASS

All candidates on the Caerus Connections platform will have the opportunity to complete the Career Driver Compass, a psychometrically-valid, online assessment that rank orders a candidate's individual job motivators. Businesses of all sizes have used the Career Driver Compass through our Developmental Partner, Emergenetics International. It is a proven way for recruiters, and job candidates alike, to find their ideal fit.

The Career Driver Compass measures nine workplace motivators (detailed in the following graphic). When a candidate takes the Career Driver Compass, these nine motivators are then ranked into drivers (top third), avoiders (bottom third), and neutral (middle third).

These results reveal how one can expect a candidate to “show up” on the job. If the job you're hiring for closely matches a candidate's motivators, the better fit that candidate will be. Using this data to make hiring decisions increases applicant “fit” for a role and reduces turnover.

Overall, it's not about having the “right” or the “wrong” motivators or having ideal Career Driver Compass results. It's about what innately motivates a candidate when they show up on the job and matching those motivations to the job at-hand for the right fit. Doing so, ensures better matches, better hires, and tangible cost and time savings.

See the table on the following page for the nine Career Driver Compass motivators and key behaviors when they are either ranked as a driver or an avoider.

With the results of the Career Driver Compass stored on the blockchain, this leaves an immutable record of a candidate's motivations in the workplace, allowing for greater continuity between how a candidate presents themselves and the actual representation in the workplace. Candidates will also have the opportunity to complete multiple versions of the Career Driver Compass, if they feel the results don't fully reflect their career drivers.

While the Career Driver Compass will have a specific application on the Caerus Connections platform and the information will be stored anonymously, the data collected is open to further research for the creation of additional or outside algorithmic applications.

MOTIVATORS	DRIVER Top Third	AVOIDER Bottom Third
 <p>Close Personal Relationships</p>	<p>Facilitate introductions to other organizational members</p>	<p>Provide directory of other workers</p>
 <p>Compete and Win</p>	<p>Structure tasks to incentivize completion. Include timelines, checklists, and deadlines for achieving milestones</p>	<p>Emphasize organizational & team goals, mission</p>
 <p>Desire for Structure</p>	<p>Provide developed training plan—step-by-step</p>	<p>List of everything that needs to be completed (more general)—but fluidity and flexibility to do so at their own pace</p>
 <p>Expressive and Outgoing</p>	<p>Frequent status updates—ask for their thoughts. Opportunity to introduce themselves in front of the group</p>	<p>Hold one-on-one meetings</p>
 <p>Frequent Problem Solving</p>	<p>Give them a task they can start working on immediately</p>	<p>Give them tasks that they don't have to come up with an answer—more systematic</p>
 <p>Innovation and Creativity</p>	<p>Give them an explorative task with little direction</p>	<p>Assign more traditional work. Don't immediately ask them to provide new ideas</p>
 <p>Need to Be Perfect</p>	<p>Allocate enough time for them to perfect a task</p>	<p>Make sure work gets checked for errors</p>
 <p>Quick Decisions</p>	<p>Opportunities to have them think on their feet</p>	<p>Ample time to process & make decisions</p>
 <p>Willingness to Change</p>	<p>Give them options—flexibility in tasks, schedule</p>	<p>One project at a time</p>

OVERALL VALUE PROPOSITION

Caerus Connections is creating its own blockchain-based ecosystem to store employee data. This decentralized network will be the foundation of our revolutionary recruitment platform that will provide a simpler, more efficient, and verified experience for both job seekers and the recruiters. This ecosystem will eventually be available for research purposes to progress future algorithms and AI applications.

- **Data Collection** – At its core, Caerus Connections employs a decentralized network to securely and confidentially gathers and stores large volumes of data. The Personal Driver Compass has processed more than 2,500,000 data points, and its insights make up the foundation of our recruitment platform.
- **Recruitment Platform** – Caerus Connections is the first decentralized application (dapp) created from this data set, and it is designed to remove the middleman from the hiring and recruiting space, delivering a better forum for job seekers and employers to connect worldwide.
- **Algorithm Base** – Caerus Connections will democratize and provide data access with trusted third-party dapp builders, enabling them to plug into the architecture and use the information to support their business goals.
- **Artificial Intelligence** – The Caerus Connections data set can also be used, in partnership with 3rd party developers, for future AI projects.

THE TECHNICAL STUFF

The Caerus Connections platform will utilize smart contracts on the Ethereum blockchain; these smart contracts will execute user-requested functions on the platform and define the relationship between user roles in automated transactions. Furthermore, we will use a private blockchain, similar to Hyperledger, to store assets without centralizing users' data at one point. As blockchain technology emerges, Caerus Connections intends to utilize emerging data storage solutions on various blockchains, such as FileCoin, IPFS, and SiaCoin to store all user data on decentralized networks.

We anticipate there will be three ways in which the Caerus platform utilizes the blockchain:

- a) Once a user receives their results from the Career Driver Compass, the results will be stored on the private blockchain, and can subsequently be referenced by a user or by others to whom the user decides to grant access.

- b) To facilitate the purchase, approval, and payment for the premium Caerus subscription, a user will make a payment using Caerus Tokens that will be recorded on the Ethereum blockchain. The Ethereum blockchain will be used to ensure that all memberships are paid for in full with Caerus Tokens (which are ERC-20, and thus compatible with the Ethereum blockchain) prior to the user being able to access premium features. Once a user's purchase has been submitted, a smart contract will execute allowing that user full use of the Caerus platform.
- c) Employment verification will also be possible by using the Ethereum blockchain. While building their Caerus profile, a user will be able to request that past employers "verify" employment by cryptographically signing their employment record by executing a smart contract. Once the employer has signed that the work history is valid, that verification will be solidified into the record of the blockchain, and future employers and people looking for references can ensure that the candidate's resume is accurate without any additional work aside from checking the verified profile. We anticipate this feature will be available later in the development cycle of the platform.

The Caerus platform will automatically call upon executable functions programmed into standard smart contracts—which will exist as streamlined back-end portions of the platform, but invisible to the user—in order to reference and update verifiable and non-verifiable data stored on the Caerus private blockchain. These include, but are not limited to, the Career Driver Compass, the purchase of premium memberships, and employment verifications.

The Caerus Connections™ Platform

The Caerus Connections™ platform will contain the following technical elements:

1. **Website** (HTML5/PHP/JavaScript)
2. **Platform/Web App** (PHP/JavaScript)

The web app will encompass a database of all candidates/users with relevant links/pointers to locations of users' content data such as: profile content, reference hash IDs (produced when an employer confirms an employee's employment during a specified time period, along with other smart contracts to verify the validity of user data), field of profession, willingness to relocate, or other necessary information. This will be the data queried in our searchable database of candidates.

The web app will feature seamless backend integration with each user's Caerus profile files. There will be specific locations, services, and servers where users will be able to host their files; these will be specified once a user signs up to use the Caerus Connections™ platform. Using simple JavaScript code in our backend development, we

will link these documents to the platform. End users can to access their documents through one integrated platform

3. Mobile Applications (Swift/Kotlin)

Mobile Applications for iOS/Android programmed in Swift/Kotlin will function as a User Interface (UI) to access features of the Web/Chrome App more efficiently than a mobile browser.

4. Blockchain of Caerus Token and Reference IDs

Caerus Token will operate on a standard ledger that records token ownership, token utility, purchases, and user-to-user transfers. These records will exist on the Ethereum blockchain. Each transaction of Caerus Token will contain a hash ID referencing the smart contract that was utilized by the network to complete its designated task. Since all transactions are immutably recorded on the blockchain, users will be able to use EtherScan or a similar tool to gain full transparency into their past transactions and token balances.

Access to Caerus Token

We will create all Caerus Tokens to have the ERC-20 protocol standard. Since Caerus Token is exclusively a utility token that needs to be fungible to act as a ‘private currency’ within the Caerus Connections™ environment, other standards, such as ERC-721, are not a consideration at this time.

Multiple currency gateways (crypto and fiat), and a user-friendly wallet ensure transparency and insight for all token holders into their token holdings. The Caerus Connections™ team will develop the first iteration of the Caerus platform on the Ethereum blockchain. In the future, the management team has full discretion to either stay on Ethereum or move to another blockchain and smart contract functionality that is superior in one, or any number, of ways.

Only after the token is made re-issuable—on June 30, 2018—can Caerus Token holders automatically sell their tokens. Users can exchange tokens for more liquid cryptocurrency (BTC/ETH/LTC) at the market rate or specified price point or use them to access features on the Caerus Connections™ platform (see *Caerus Token TGE* section for details).

Those interested in accessing the paid features of the Caerus Token platform, but do not own Caerus Token, may gain access in two ways:

1. Pay the cost of the desired functions directly on the platform with a liquid cryptocurrency (BTC/ETH/LTC), which will instantly convert into Caerus Token for use on the platform or;
2. Purchase the desired amount of Caerus Token on an exchange.

Data Storage

All subjective or “non-verifiable” data—that which does not use a blockchain for verification—will be stored in an encrypted public folder on a drive maintained by the user. Initially, we will specify certain types of drives that the Caerus Connections™ platform will interface with. Examples of non-verifiable data include: about me, bio, cover letter, traditional résumé, and links to other online profiles. Information displayed on the Caerus platform will clearly show whether or not it is verified.

Two-Part Encryption Key/Identifier

Based on PGP encryption, all users on Caerus will be given a unique personal key that acts as a way of encrypting messages, as well as signing messages with the equivalency of a digital signature.

The candidate’s unique two-part encryption key will be generated when he/she initiates a profile on the Caerus Connections™ platform. They will be assigned a 24-word phrase to write down and re-enter in order to verify they have it saved. The platform will retain a copy of the public key and the private key, encrypted with the 24-word phrase.

Utilizing a two-part PGP key system allows for:

- **Message Encryption** – Secure, end-to-end messaging encryption
- **Unique Digital Signatures** – Signing of verified work history; references signed with the equivalent of an unfakeable digital signature
- **Unique Hash IDs** – Ensure contents of a reference cannot be changed after it is created
- **Login Credentials**—More security than a traditional email/password login system

PLATFORM FEATURES AND DETAILS

Overview

There are two main sections to the Caerus Connections™ platform: Corporate Profiles and Individual Profiles.

Corporate Dashboard

Corporate accounts will access an intuitive, easy-to-use dashboard to manage company information, job postings, and candidate outreach. Each company will have its own Corporate profile which functions as a shared user platform amongst multiple users within the company.

Candidate Dashboard

The Caerus Connections™ platform will be the all-inclusive site for candidates to showcase data in an easy-to-use and intuitive dashboard, freeing candidates from the confines of patching together qualifications through a mess of paper documents, PDF files, online networking profiles, job sites, and online portfolios. Candidates will create and display their unique profile that will serve as a comprehensive, user-friendly digital résumé replacement, including information that is verifiable through the platform's blockchain technology.

The verifiable information included in an individual's profile includes work history, Career Driver Compass, education, certifications, and references; non-verifiable profile information includes degrees, ancillary tools and profiles, willingness to relocate, salary expectations, interests, and aspirations.

Platform Details

The Caerus Connections™ platform will be organized into the following functions/sections:

General

- All profiles make use of unique, two-part encryption key/identifier
- End-to-end encrypted internal messaging system (using PGP key)
- Comprehensive job board and postings

Corporate

- Search for local candidates, as well as those willing to relocate
- View and search each candidate's workplace motivators
- Verify employment history references
- View all unique résumés that have been submitted to the company
- Run a background check using your choice of background check services
- Post job listing
- View all relevant, public, social media data on a candidate
- Hierarchical permission system
 - Corporate profiles will have multiple permissions allowing for tiered access based on needs within the organization. The three access types are: **Owner** (full access to all functions), **Manager** (all functions except withdraw wallet funds for use outside of platform or add new Manager user), **Employee** (no access to corporate functions; populates work history on user profile).

Individual

- View active job feed
- Anonymously display their workplace motivators assessment
- Enhanced profile/résumé supplement/replacement
- Generate unique/custom résumés when applying for different positions
- Track status of job applications
- Anonymously indicate interest in changing jobs and willingness to relocate

CAERUS TOKEN - TOKEN GENERATION EVENT (TGE)

The Caerus platform will use Caerus Token as its ‘fuel’ and primary method of payment. Caerus Tokens will allow access to Platinum features on the platform, including a verifiable employment history network.

73,000,000 Caerus Token will be created as the finite token supply for the network. The Caerus Token TGE will accomplish two main objectives: 1) fund the initial development of the project by rewarding early adopters and 2) distribute the token amongst the community.

Token Use

The platform will offer complimentary Basic memberships to both job seekers and corporate users, with an option to upgrade to a Platinum membership. A Platinum membership will be a month-to-month, subscription model and will allow for individuals to experience the complete features of the Caerus Connections™ platform. Access will be charged at the following rates:

- Individual Users/Job Seekers – 1 Caerus Token per month
- Corporate Users – 3 Caerus Tokens per month

Examples of possible features available with membership levels on the Caerus Connections™ platform include:

Individual User

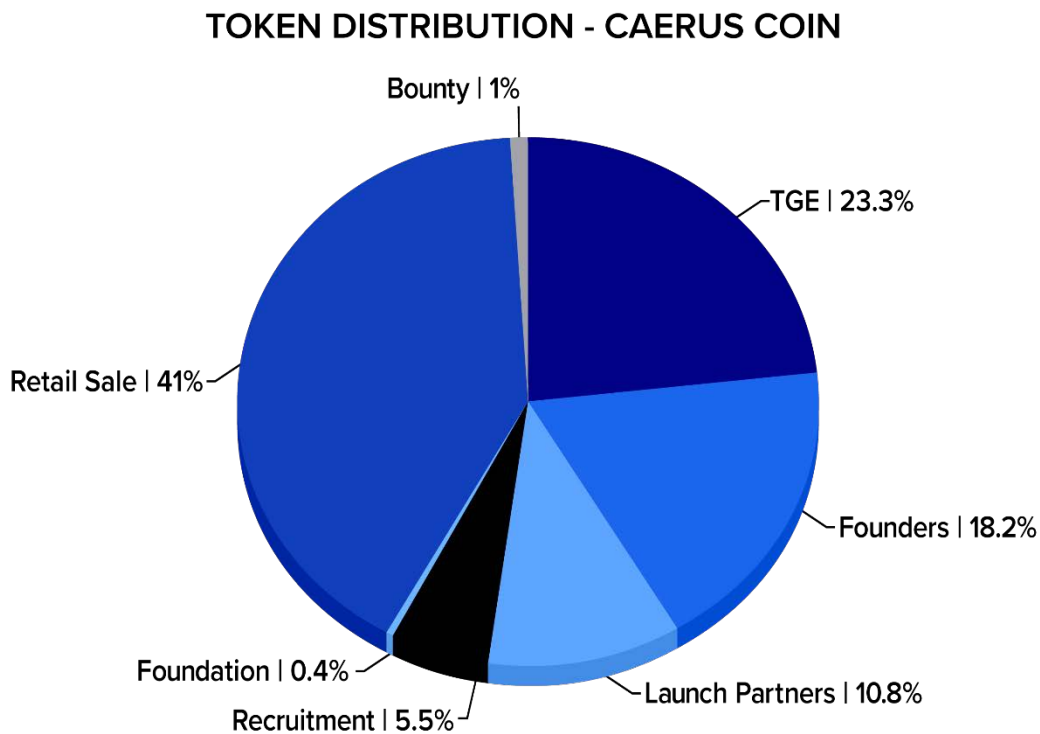
Action	Membership Level
Initiate encrypted user profile	Basic (included in profile creation)
Receive requests from potential employers	Basic (included in profile creation)
Complete the Career Driver Compass	Basic (included in profile creation)
Request referral	Platinum Access
Verify employment	Platinum Access
Advanced analytics	Platinum Access

Corporate User

Action	Membership Level
Search candidate data	Basic (included in profile creation)
Post company profile	Basic (included in profile creation)
Search Career Driver Compass	Basic (included in profile creation)
Contact desirable candidate	Platinum Access
Post job/position description	Platinum Access
Advanced analytics	Platinum Access

Token Breakout

All Caerus Token will be distributed to future users of the Caerus Connections™ platform and categorized into several groups for distribution according to the following breakout:



Public Offering

17,000,000 tokens will be offered to the public in a TGE format. These tokens will initially be offered at a discounted rate from retail prices to incentivize early adopters to the Caerus Connections™ platform (see details in *TGE Pricing* section below).

TGE Pricing

Pre-TGE

The pre-TGE phase will include the sale of 13 million Caerus Tokens and begin on January 8, 2018 and run until June 29, 2018. Tokens sold during this period will be sold at a sales price of 0.0024 ETH per Caerus Token. Management reserves the right to selectively bonus token purchases during this phase of the TGE.

TGE

On June 30, 2018, an additional 4 million Caerus Tokens will become available at a flat rate of 0.0024 ETH per Caerus Token. The main TGE will be active until July 15, 2018 or until all available tokens are sold. Any remaining unsold tokens will be allocated into the retail supply of Caerus Connections™.

Additional TGE Features & Considerations

- The TGE will be considered a success (i.e. Soft Cap goal) after raising a minimum of 5,000ETH (value equivalent after aggregating all currencies received). When this is achieved, the development team will withdraw the amount raised and begin the development of Caerus Connections™.
- The Hard Cap goal of the TGE is 25,000ETH (value equivalent after aggregating all currencies received)
- If the TGE fails to raise the minimum funds, all tokens issued and sold will be destroyed, and each token-holder will receive a refund on their initial purchase, net of any transaction fees.
- Founders' tokens will be held in escrow and founders will be restricted from selling their tokens on the open market for a period of six months after the TGE. After six months, founders will have the ability to sell up to 40% of their overall holdings. After a subsequent six months (or a total of one year from the TGE date) all restrictions on sale of their tokens will be lifted.
- Once a TGE token is utilized on the Caerus Connections™ platform, it will return to the retail token holdings and available for purchase at retail rates.

Retail Tokens

30,000,000 tokens will be available on the Caerus Connections™ Website, after the completion of the TGE, at a retail rate that is comparable with other premium job boards in the recruitment space. Enterprise level pricing may be made available to organizations willing to make systematic commitments to using the Caerus Connections™ platform. These prices and quantity commitments will be decided by management after the launch of the platform.

Launch Partners, Incentive Tokens, and Founders Tokens

24,970,000 tokens will be distributed to various Launch Partners and interested stakeholders who have dedicated their time and resources to realizing the vision of Caerus Connections™. A specific allocation of these tokens will also be used to recruit and incentivize talent to join the Caerus Connections™ development team, both during and after the TGE. All tokens distributed to Founders will be prohibited from sale until six months after the TGE date.

Bounty Program

730,000 Caerus Tokens will be allocated for a Bounty Program. The details of the Bounty Program will be at management’s discretion and posted on the Caerus Connections website.

Caerus Connections™ Foundation

300,000 Caerus Token created will be reserved for the Caerus Foundation, a nonprofit entity that will be created to assist underprivileged individuals in the preparation and acquisition of employment opportunities.

Token Flow and Decentralized Exchanges

In order to easily facilitate the growth of the Caerus community, after the TGE token launch and initial platform rollout, the tokens will be available through exchanges that deem it appropriate to carry the Caerus Token. New adopters of the Caerus Connections™ platform will need the Caerus Token to utilize the full functionality of the system and exchanges are an efficient and popular way to facilitate a connection between buyers and sellers of Caerus Tokens. All users of Caerus Connections™ will have the opportunity to purchase Caerus Token using more liquid cryptocurrencies at whichever rate the market demands (BTC/ETH/LTC) or purchase the tokens at retail rates directly through the Caerus Connections™ website.

ROLLOUT STRATEGY

Program Timelines

Caerus Connections™ is estimating the following to-market timeline:

2018				2019			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
TGE							
TEAM RECRUITMENT							
PLATFORM DEVELOPMENT							
	BETA LAUNCH						
	MARKETING AND PROMOTION						
			SITE LAUNCH				

Marketing

Brand differentiation and awareness will be key to the success of Caerus Connections™; an aggressive marketing campaign is essential to driving individual job seekers to the platform. Our strategy will focus on driving individual awareness and traffic to the platform, as well as encourage corporate engagement. The marketing campaign will include social media platforms and business networking sites, as well as traditional marketing platforms such as radio and/or television advertisement.

Based on our internal projections and market research into similarly positioned offerings, we have set the following targets:

Time Period from Launch	Total Users	Total Platinum (per month)	Individual Platinum (per month)	Corporate Platinum (per month)
Year 1	250,000	37,500	15,000	22,500
Year 2	1,250,000	187,500	75,000	112,500
Year 3	2,500,000	375,000	150,000	225,000
Year 4	5,000,000	750,000	300,000	450,000

Our analysis shows that this level of adoption will foster a healthy and profitable platform base that ensures the viability of the company.

Core Team

Morgan Browning - Founder



Morgan leads the Caerus Connections™ team with over 15 years of leadership experience in the talent industry. As the President of Emergenetics International, Morgan has spent the past 12 years leading a growing HR and Recruiting company. Morgan's idea for Caerus Connections™ was sparked through the experiences of his corporate clients and the solutions that have empowered them to excel. Morgan's vision is to disrupt the recruiting industry while providing companies, and qualified candidates, direct access to one another in a cost-effective way.

Erin Peereboom - Communications Lead



Erin brings over 10 years of experience in Human Capital Management, including Recruiting, Learning and Development, and Organizational Development. Erin has worked with many businesses whose sizes range from Individual Proprietor to Fortune 500 companies to help them hire and retain the most qualified talent for their organizations. She applies her background in Instructional Design and Technical Writing to craft accurate, concise, and organized materials.

Josh Millstein – CTO Caerus Connections



Josh has more than 20 years of software development experience, starting at Intel Corporation where he developed software for graphics cards. Josh founded a successful web development company and has earned the SXSW 2007 People's Choice Award. He developed and licensed software to H & R Block, created software to assist the Buffalo Bills in analyzing statistical tendencies, and played lead technical roles in three startup companies. Recently, Josh has been following the endless innovations in the cryptocurrency space as well as developing blockchain-based technology.

Mark Miller - Marketing Specialist



Mark is a Vice President of Client Strategy for TMP Worldwide, the global leader in recruitment marketing, bringing more than 15 years of diverse strategy and marketing experience across agency, client-side and consulting environments. Mark has spent the last 10+ years in the Talent Development and Human Capital fields, leading marketing strategy for some of the fastest growing and leading companies in the industry.

Brad Hoffman - Operations Lead



Brad has worked in the recruiting and assessment industry for the past decade. As General Manager of Emergenetics International, he is responsible for managing internal operations, systems, and product development for both the North America and EMEA regions. Prior to his role as General Manager, he oversaw the development of the Emergenetics Selection Program (ESP) platform. He also developed program curriculum and trained organizations around the world to hire more effectively using ESP. Additionally, he was responsible for coordinating the development and rollout of Emergenetics+, the company's first mobile app.

Ilija Mishov – Development Team



Ilija Mishov has been the CTO at IT Labs for 13 years and counting. His excessive interest in modern technologies and higher accomplishments over the last 20 years granted him experience as Consultant, Project Manager, Software Architect, Designer and Developer in a wide variety of business applications especially web-based or networking solutions. In the last year, his focus has been heavily spent on blockchain technologies.

Blagoj Janev – Development Team



Blagoj Janev is a software architect with extended experience in a wide range of programming languages, database architectures, and internet technologies. With 15+ years of experience as a team lead, he is referred to as the guru of all processes in the software development lifecycle. He is currently focused on blockchain technology, the newest digital backbone.

Aleksandra Gjinovska – Development Team



Aleksandra Gjinovska is a software engineer with over 5 years of experience in the field of web development and business intelligence solutions. She is strong in design and integration problem-solving skills, and an expert in C#, .Net, SQL, ETL etc, with a focus on cutting-edge technologies such as .NetCore and blockchain. She has contributed her software engineering expertise in the development of products throughout the entire software lifecycle, from requirements definition to successful deployment.

Strategic Advisors

Brian Shumaker - Senior Director of Client Services, ADP



Brian has over 15 years in the Recruitment and Human Resource space, including 6 years at Jobing.com, an online recruitment hub. He has helped take a start-up company specializing in employment marketing, applicant tracking systems, and overall recruiting strategies from 7 employees to over 450 employees, and launched numerous markets both from acquisition and new capital investments. His achievements include an MBA and an Advanced Management Certificate from Rice University and completion of the Executive Leadership program at Kellogg School of Management - Northwestern University.

Dr. Wendell Williams - Founder, Scientific Selection



Dr. Williams is a widely recognized selection test and measurements expert. While holding senior-level positions in management, training, and consulting, he concurrently earned graduate degrees in Management, Applied Social Psychology, and Industrial and Organizational Psychology. He has been widely quoted in publications such as the Wall Street Journal, SHRM, Training Magazine, Corporate Recruiting Leadership, ERE, TLNT, Job Interviews for Dummies, and Driving Peak Sales Performance in Call Centers. Wendell holds memberships in the American Psychological Association and The Society for Industrial and Organizational Psychology. He has an established consulting relationship with Georgia Quick Start, a nationally recognized training and selection program ranked No. 1 in the US among all published surveys of site selection professionals.

Joseph Lassen - Senior Analyst, The Optimas Group



Joseph is a venture investor at the Optimas Group, a single-family office located in Omaha, Nebraska. Joseph is a co-founder of BeginBlockchain, an organization that partners with universities to develop blockchain curriculum for universities. He has also delivered lectures on cryptocurrencies and blockchain technology at accelerators and universities throughout the country.

Tom Reed - Founder, Reliant Learning



Tom Reed is the President of Reliant Learning, LLC. Prior to this, Tom was Senior Director of Leadership Development and MC University at MillerCoors, where he assisted with the Miller and Coors joint venture. Tom has an extensive background in Human Resources and Organization Development working with a number of Fortune 500 companies over his career; his HR experience includes Organization Development, Talent Management, Performance Management, Training & Development, Recruiting, as well HR generalist roles.

Keith Kelly - President, Ice-O-Matic



Keith is an experienced senior executive who has made his career building organizations, driving change, and delivering success. A truly global leader, he has an entrepreneurial drive that has served him in leading organizations and teams of all sizes in both the public and private sectors and in a diversity of industries that includes electronic funds and capital goods manufacturing.

SUMMARY

The Caerus Connections™ platform intends to overturn the job market by providing companies a direct, cost-effective, and comprehensive arena for accessing qualified candidates. The platform will provide candidates a reliable, validated, and convenient way to showcase their qualifications. As the first blockchain-based recruiting platform, Caerus Connections™ is poised to make an immediate and meaningful impact on the job seek/search market.

Contact Us

For more information about Caerus Connections™, our Token Generating Event or how to get involved, please contact us at:

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