

What is Collabs?

Collabs is a network of professionals managed by the proof-of-expertise protocol. Proof-of-expertise protocol includes reputation database, expertise attestation, conflict resolution and incentive system which together motivate all participants to perform at their best.

Problem We Solve

People want to work together to achieve more. However, each collaboration faces a problem of trust — a lack of confidence that the agreements will be fulfilled with an expected level of quality. Therefore, the history of humankind is the history of increasingly effective ways to solve it. These solutions include states, courts, religions, reputation and other social innovations. In real life, all these solutions have limitations.



Information asymmetry. Information about past performance of a potential partner is limited and usually unconfirmed. That's why people and organizations spend much money on finding and verifying trustworthy partners.



Incomplete contracts. In cases involving creative and intellectual work, it is impossible to define all contract requirements. It creates ambiguity whether product's quality fulfills contract requirements. Examples are numerous: drawing a logo, writing an article, developing a strategy.



Conflict resolution inefficiency. Protecting your case in court is expensive in terms of money, time and lost profits. Most work-related situations do not justify going to court because the budgets are not big enough.

Development of blockchain made it possible to create a trusted environment of smart-contracts. Such contracts are straightforward and cheap to conclude, and forgery is impossible because the contract is stored and executed in a decentralized ledger. Unfortunately, a smart contract cannot replace human evaluation of results and cannot resolve conflicts explicitly.

Solution

We create a layer on top of Ethereum to store professional reputation, address professional disputes objectively and align the incentives among all participants of the network. We call this layer Collabs protocol, and it's based on the following ideas:

- the results of all work relations, such as results of contracts for independent workers and interim and yearly reviews for full-time employees are recorded in a decentralized ledger;
- members with proven expertise level attest new members to allow them to vote or participate in collaborations;
- in case of a dispute, the case is decided by several members with expertise in the relevant field; if requested, the case may be escalated to professionals with a higher level of expertise;
- all decisions, actions and agreement results affect member's reputation; the higher the reputation, the more the participant can earn, the lower are the system fees and the higher the weight of his or her votes.

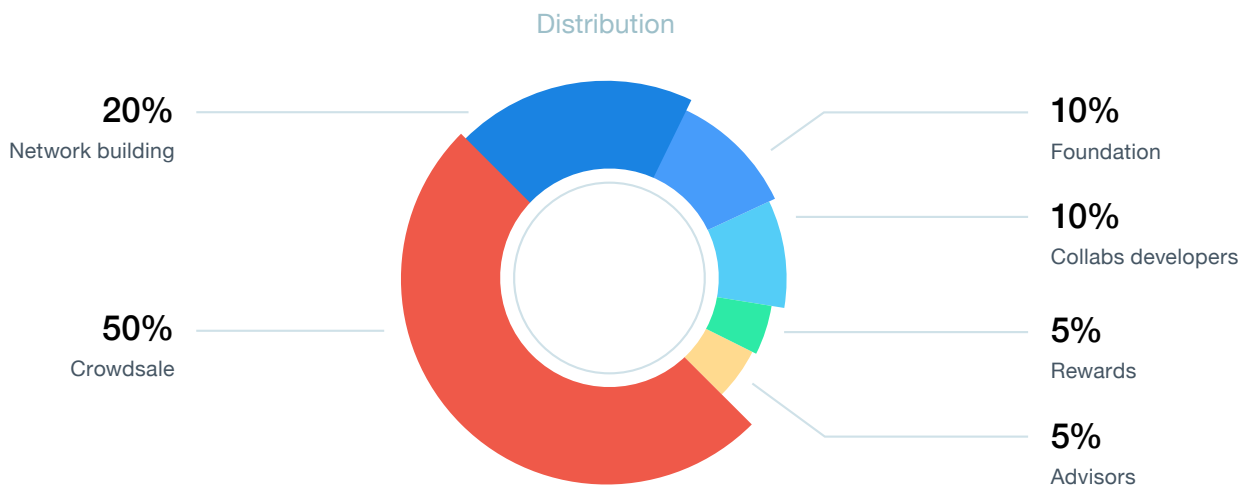
Our solution on top of the protocol includes a network of professionals and an interface for collaboration.

Use Case

The first use case of the protocol is the Escrow for Creative Works. Globally, it is a \$62 billion industry and includes a broad range of works, e.g. creating logos, brand identities, story-boards, developing creative strategies, writing articles and copy-writing, etc. The cornerstone problem of all creative works is that it is difficult to objectively assess the quality of the output and define whether or not it meets statement of work. It is a common situation when a client is not satisfied with quality of work or, similarly, a creative agency or freelancer faces unfair treatment and demands from the client. It is very uncommon that parties go to the court to resolve the conflict — it's expensive, time consuming and the outcome is unpredictable. That's why we offer a protection for every deal - we put money in escrow, which in case of a conflict are released based on experts' opinion.

ABC Token

ABC token amplifies network effects and ensures the functioning of the system. All fees on the platform will be paid in ABC, i.e. fees for account attestation, completion of successful collaborations, raising disputes. Contributors may get paid in ABC tokens or other payment methods (direct value transfer). To bootstrap Collabs and motivate members to join early we will carry a crowdsale where 50% of all issued tokens will be exchangeable to ETH. Users can buy ABC, or get them as an incentive for actions which build the network: inviting professionals into the platform, participating in collaborations, making good decisions.



Team Experience

We have an experienced team capable of developing world-class products and growing business. The combined portfolio of Collabs team includes blockchain projects, mobile apps, websites, open-source projects etc. Projects developed by our team have been used by millions of users and covered by international media, such as TheNextWeb, Forbes, TechCrunch, Entrepreneur, Yahoo News, Gizmodo, Mashable, and recognized by Apple (top 7 app of the year in 2015 in Russia). Members of our team managed >\$100 million marketing budgets, were able to drive sales even in crisis years and won several design awards, including best design of mobile app by TheNextWeb.

To amplify the project we take advice from skilled specialists with experience in world-class companies such as Google, McKinsey, BCG, J.P. Morgan, Citi, Procter and Gamble, Microsoft, Square.

Additional Information