



Uber for customer support powered by blockchain

Our mission is to decentralize the customer support industry and tokenize the interactions between companies and independent customer service agents using cutting-edge decentralization technologies such as Ethereum and IPFS. Through our blockchain-powered CallPage platform, independent phone support operators could provide companies with call proceeding services in exchange for CallCoin tokens, without traditional middleman institutions taking a margin. By cutting out the middlemen, we hope to bring value, efficiency, transparency and fairness to the customer support industry.

Contents

Disclaimer	3
Executive summary	4
CallPage company	
Key numbers	5
History of the Company	5
CallPage milestones of growth	6
CallPage growth	7
CallPage clients and partners/media coverages	7
CallPage decentralized	
CallPage tokenomics (all about the flow of the coins), vesting programs etc, Callcoin	7
CallPage Technology	8
Structural overview	8
CallCoin token - ERC20	9
Logic and data layer	10
VoIP	13
Possible integrations	16
5 reasons why to invest	17
Business	
Market size	18
Business Strategy	18
Why blockchain?	20
Product	
General description	23
MVP Showcase	24
Product Roadmap	28
Token distribution summary	
Token General Event (TGE) Distribution summary	33
Bonus rates	33
Token proceeds summary	34
Team	35

Disclaimer

The information set forth in this presentation may not be exhaustive and does not imply any elements of a contractual relationship. The content of this presentation is not binding for Company parties and Company reserves the right to change, modify, add, or remove portions of this presentation for any reason at any time before, during and after the Token sale by posting the amended presentation on the website.

This presentation does not constitute an investment, legal, tax, regulatory, financial, accounting or other advice, and this presentation is not intended to provide the sole basis for any evaluation of a transaction on acquisition of the Tokens. Prior to acquiring the Tokens, a prospective purchaser should consult with his/her own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such transaction. Nothing in this presentation 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 prohibits or in any manner restricts transactions in respect of, or with use of, digital tokens.

The Token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act of 1933, the securities laws of any state of the United States of America or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. The Tokens are not being offered or distributed to, as well as can not be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases the Tokens, such restricted person has done so on an unlawful, unauthorized and fraudulent basis and in this regard shall bear negative consequences. Company neither offers or distributes the Tokens nor carries on a business (activity) in any regulated activity in Singapore, in People's Republic of China or in other countries and territories where transactions in respect of, or with use of, digital tokens fall under the restrictive regulations or require from Company to be registered or licensed with any applicable governmental authorities.

Each purchaser of the Tokens is reminded that this presentation has been presented to him/her on the basis that he/she is a person into whose attention the document may be lawfully presented in accordance with the laws of the purchaser's jurisdiction. It is the responsibility of each potential purchaser of the Tokens to determine if the purchaser can legally purchase the Tokens in the purchaser's jurisdiction and whether the purchaser can then resell the Tokens to another purchaser in any given jurisdiction. Certain statements, estimates and financial information contained in this Presentation 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 or information.

The English language Presentation is the primary official source of information about the project. The information contained in English language Presentation may from time to time be translated into other languages. In the course of such translation some of the information contained in the English language Presentation 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 the official English language Presentation, the provisions of the English language original document shall prevail.


Executive summary

CallPage is currently the biggest international provider of automatic callback solution in the world. It enables companies to generate up to 75% more inbound calls from their websites visitors.

Our mission is to tokenize customer support and sales industry, and to create revolution in terms of corporations and their outsourced call operators.

Global call center market is currently worth 300 billion dollars. Customer support and sales services are ones of the most dynamically growing segments in the world, and in 2022 market will be worth up to 407 billion dollars. More than 30 million people across the world are currently working in call centers.

The CallCoin ecosystem will solve the above problems by cutting out the middlemen in the hiring and payment process, utilizing cutting-edge decentralization technologies, including Ethereum and IPFS. Within the smart-contract-driven platform, companies can effortlessly find independent phone operators for their customer support, and independent calls professionals can easily find orders and conveniently receive payments via the platform with CallCoin tokens, without call centres taking a hefty margin. Moreover, CallPage plans on harnessing the vast amount of data that will accumulate on the platform by training Machine Learning algorithms to extract insight from the data, in order to produce better matching between job requests and call providers and greatly improve user experience.



CallPage Company

Key numbers about our company

700 000 calls

Via our system per month

3 200

business clients

3,4 mln

views of our widgets per month

2015

Year founded in Poland

1,1 mln \$

From VC investors

51

Full-time employees

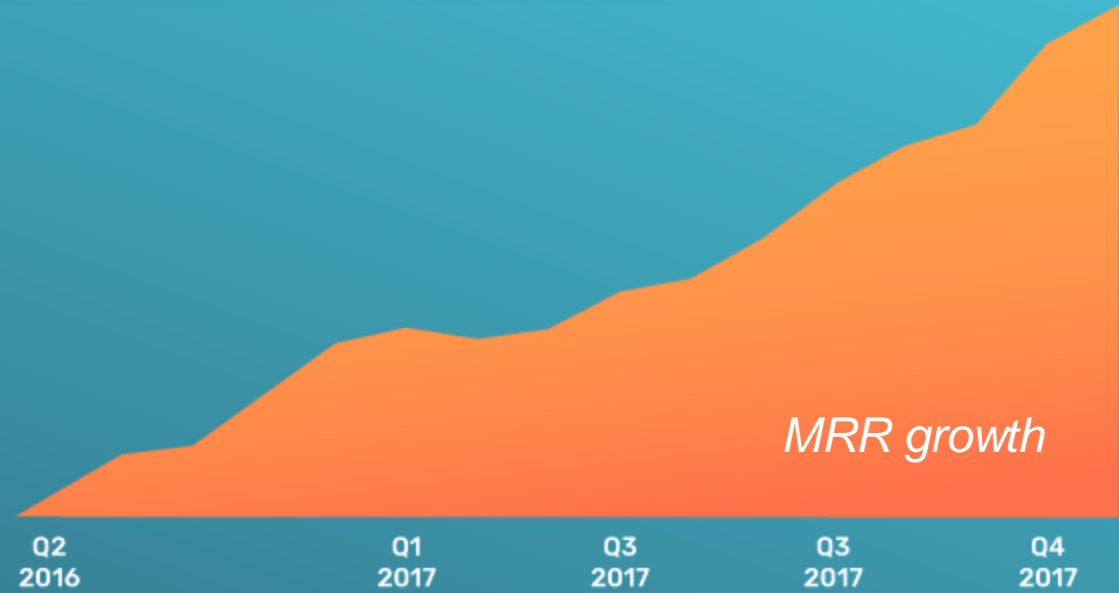
History of the Company

CallPage is a recognized and profitable company that was founded in 2015 by three young entrepreneurs and talented developers, whose initial idea was to create an automated callback solution. Solution that would recognize the behavior of websites visitors, offer an instant contact between company representative and the website visitor and therefore, would increase the number of phone sales and stimulate the conversion rate for the businesses.

CallPage is currently the biggest international provider of automatic callback solution in the world. It enables companies to generate up to 75% more inbound calls from their websites visitors.

CallPage experiences constant growth since 2015. One of the key elements of our business strategy is globalization. We aim to serve consumers throughout the world. Only in two years we have built our international clients and partners database. Currently we're providing our services in more than 91 countries over the world, including USA, New Zealand, UK, France, Germany and others. Our widget is available in 10 languages and these are not the limits. We keep developing and expanding to new markets. Our motto is: Act fast, think global, and care about people around.

How our business grows



Meet some of our business clients



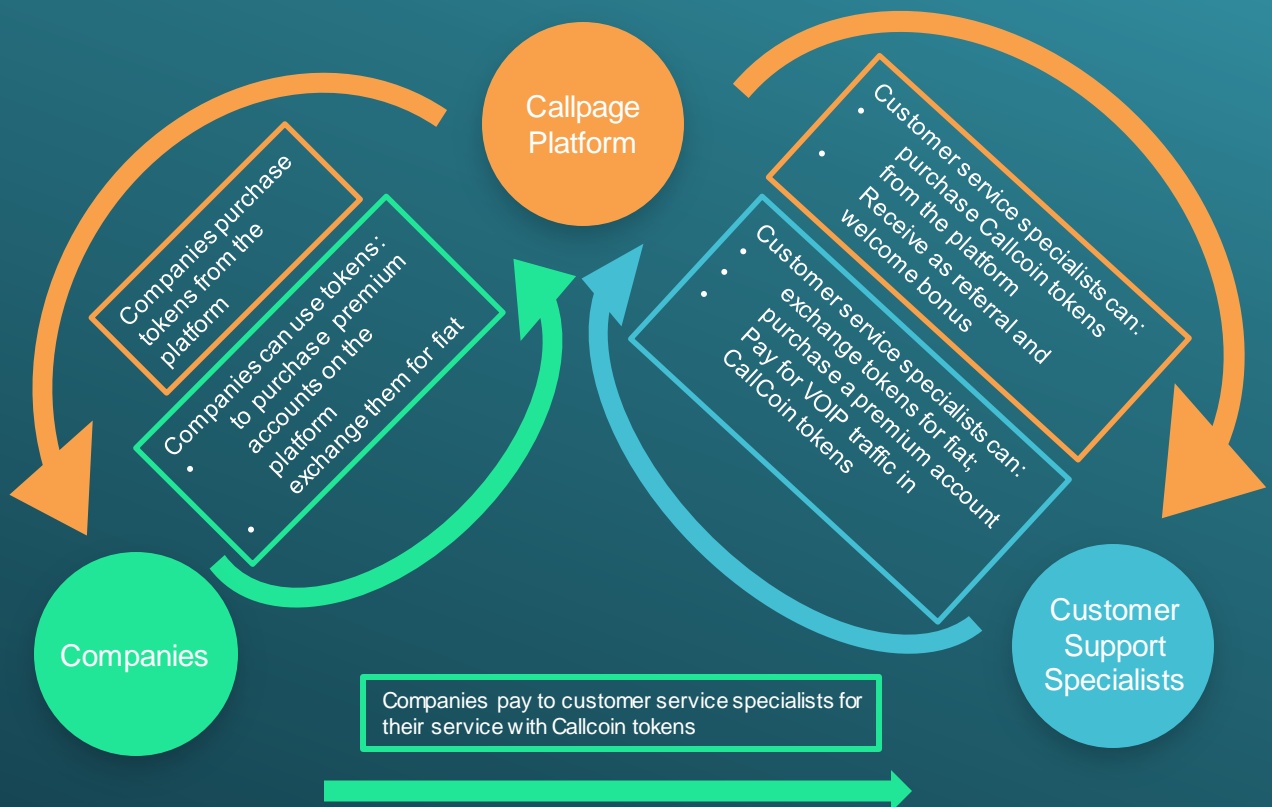
Our media coverage



CallPage Decentralized

CallPage tokenomics (all about the flow of the coins), vesting programs etc, CallCoin)

CallCoin is an ERC20 token that will serve as the backbone of all transactions on the CallPage platform. The tokens will circulate among three parties: companies, individual customer service professionals and the CallPage platform.



Companies can purchase CallCoin tokens from the CallPage platform. They can then use the tokens to purchase premium account privileges on the platform, or exchange them for fiat. After finding and hiring customer service professionals on the platform, companies use CallCoin tokens to pay for their services.

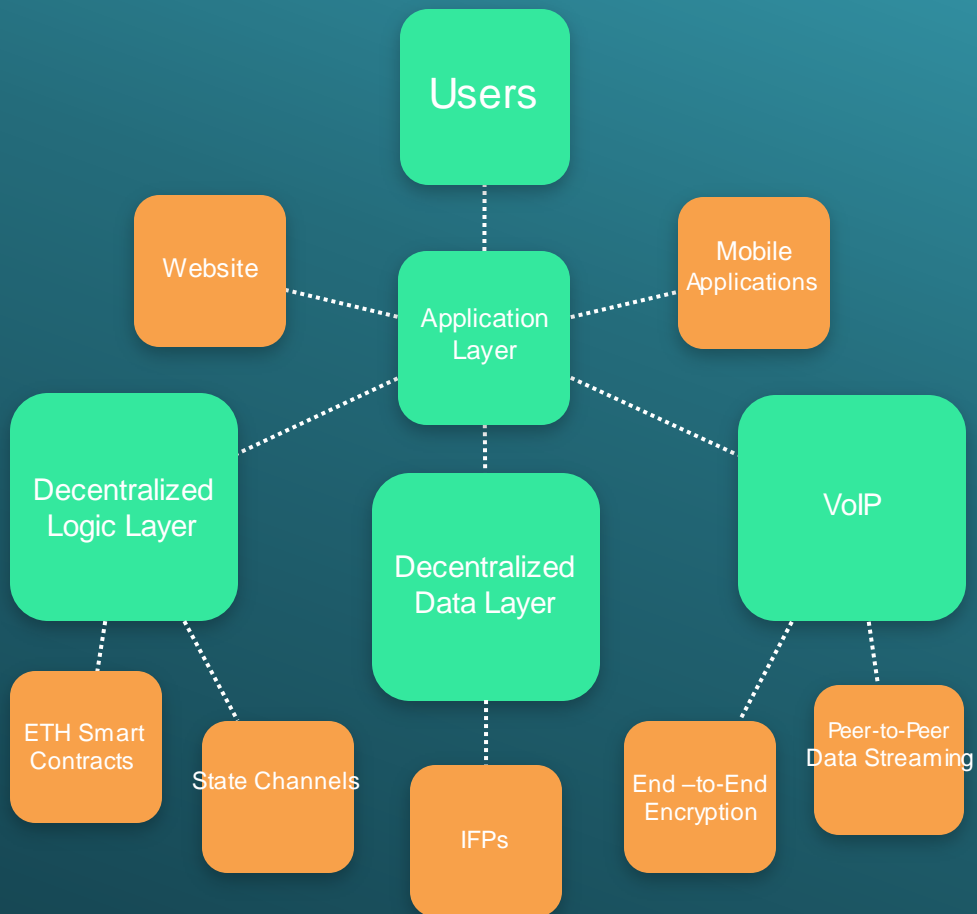
The customer service pros can earn CallCoin tokens by providing service for companies, or from referral and welcome bonuses. They also have the options to exchange the tokens for fiat, use them to purchase premium account privileges or pay for VoIP traffic on CallPage platform.

CallPage Technology

Structural overview

The technological structure of CallPage can be broken down to the following four layers:

- Application layer;
- Decentralized data layer;
- Decentralized logic layer, and;
- VoIP system.



The first layer in the CallPage technology stack is the application layer. It consists of the user interfaces including websites and mobile applications, through which companies and individual contractors will be able to browse and interact with the platform, and make transactions with CallCoin tokens. This layer interacts with the core layers - the decentralized logic and data layer via corresponding APIs, such as web3js and ipfs-api.

Underneath the application layer are the core logic and data layers, which power the application layer. The logic layer would be responsible for handling the business logic of the CallPage platform, including hiring call operators and transactioning of tokens. This layer will be built on top of the Ethereum blockchain infrastructure. Moreover, in order to build a highly scalable logic layer, we are also exploring the use of state

channels, a revolutionary technology that could potentially help our smart contracts scale to millions of transactions per second.

The data layer complements the logic layer by handling the storage of data, such as company and operators' profile information. We plan to build the layer upon IPFS, a peer-to-peer storage solution that guarantees data integrity and storage efficiency.

In addition, we also plan to build our own end-to-end encrypted, decentralized VoIP system upon Ethereum and potentially IPFS. Ethereum smart contracts integrated with state channels would handle fee payments and public key exchange in the encryption process, while a peer-to-peer infrastructure, such as IPFS, would be used to power decentralized real-time data streaming. Companies and call operators would be able to access this service using CallCoin tokens.

CallCoin Token - ERC20

The CallCoin token will follow the ERC20 token standard, which is the most widely adopted interface standard for digital assets on the Ethereum blockchain. Specifically, the standard defines that a token smart contract needs to implement the following functionalities:

1. TotalSupply [Get the total token supply]
2. BalanceOf (address _owner) constant returns (uint256 balance) [Get the account balance of another account with address _owner]
3. transfer(address _to, uint256 _value) returns (bool success) [Send _value amount of tokens to address _to]
4. transferFrom(address _from, address _to, uint256 _value) returns (bool success)[Send _value amount of tokens from address _from to address _to]
5. approve(address _spender, uint256 _value) returns (bool success) [Allow _spender to withdraw from your account, multiple times, up to the _value amount. If this function is called again it overwrites the current allowance with _value]
6. allowance (address *_owner*, address *_spender*) constant returns (uint256 remaining) [Returns the amount which _spender is still allowed to withdraw from _owner]
7. Transfer(address indexed _from, address indexed _to, uint256 _value). [Triggered when tokens are transferred.]
8. Approval(address indexed _owner, address indexed _spender, uint256 _value)[Triggered whenever approve(address _spender, uint256 _value) is called.]

By complying to the ERC20 standard, we will enable CallPage Token holders to take full advantage of existing infrastructure in the blockchain ecosystem, such as Ethereum wallet applications (e.g. Parity, Mist, MyEtherWallet, etc.) and cryptocurrency exchanges.

Logic and data Layer

Ethereum and smart contracts

In order to create a decentralized platform that effectively eliminates the need for middlemen institutions, the business logic of the platform (including placing orders, hiring, payments and other transactions, etc.) needs to be executed in a fully reliable and transparent manner. To this end, we plan to implement the logic layer using smart contracts running on the Ethereum blockchain.

Ethereum is an open-source, public, blockchain-based distributed computing platform and operating system featuring smart contract functionality. It provides a decentralized Turing-complete virtual machine, the Ethereum Virtual Machine (EVM), which can execute scripts using a global network of nodes.

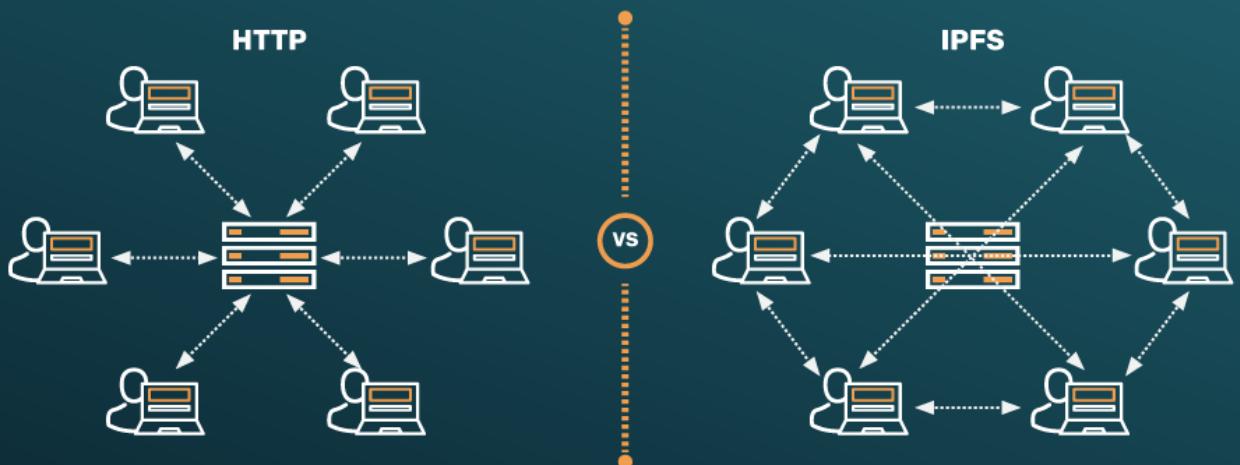
Smart contracts are applications that run on the Ethereum Virtual Machine. Guaranteed by the innate properties of blockchain technology, smart contracts run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference. By implementing the logic layer on top of Ethereum smart contracts, the business logics of the platform will be fully transparent and executed in a reliable and incorruptible way. This guarantees fairness on the platform, and therefore also facilitates the establishment of trust among all participating parties.

Scalable platform for companies and customer service professionals

Apart from transparency, reliability and fairness, we also understand the importance of building a scalable platform that can support a user base of potentially thousands of companies and millions of call proceeding professionals. To this end, we've decided to implement the data layer using IPFS, and integrate the logic layer with state channels technology.

Scalable data storage - IPFS

InterPlanetary File System (or IPFS) is a protocol designed to create a permanent and decentralized method of storing and sharing data. It is a content-addressable, peer-to-peer hypermedia distribution protocol. Data storage is distributed among a large number of peers, which means there is a high level of redundancy and no central point of failure, therefore guaranteeing permanent availability of data. Moreover, it also guarantees data integrity through the hash-addressed content system.



By implementing our data layer on the decentralized IPFS protocol, we would be able to ensure full decentralization of the platform, as well as permanent availability and integrity of all information on the platform. But most importantly, by harnessing the storage space of millions of peers, our data layer can effortlessly scale to support a growing number of users and increased demand for storage.

Scalable smart contracts - state channels

The major limitation of Ethereum smart contracts is the network's limited transaction throughput. Processing time of transactions tends to rise significantly when transaction volume is high. As the platform accumulates a larger user base, this limitation could potentially pose a scaling problem, as longer processing time would negatively affect responsiveness of the platform and user experience.

State channels technology is a promising potential solution to this problem, which can help our smart contracts scale to potentially millions of transaction per second.

State channel is a mechanism by which blockchain transactions which would normally occur on the blockchain are instead processed off of the blockchain, without significantly increasing the risk of tampering. By shifting transactions off-chain in a secure manner, state channels can produce significant improvements in terms of transaction speed and cost.

A state channel is designed to be implemented as follows:

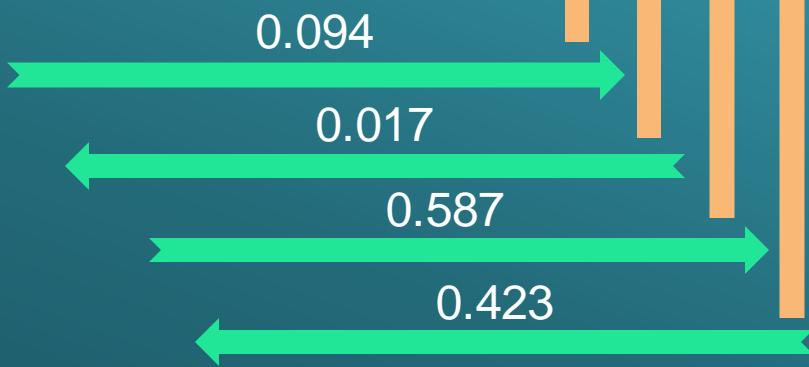
1. Part of the blockchain state is locked via a smart contract such as a multisignature, so that a specific set of participants must completely agree with each other to update it.
2. Participants update the state amongst themselves by constructing and signing transactions that could be submitted to the blockchain, but instead are merely held onto for now. Each new update "trumps" previous updates. Within this step, an unlimited number of updates can be rapidly made without involving the blockchain.
3. Finally, participants submit the state back to the blockchain, which closes the state channel and unlocks the state again.

Blockchain Smart Contracts

All transactions are processed on a blockchain one-by-one

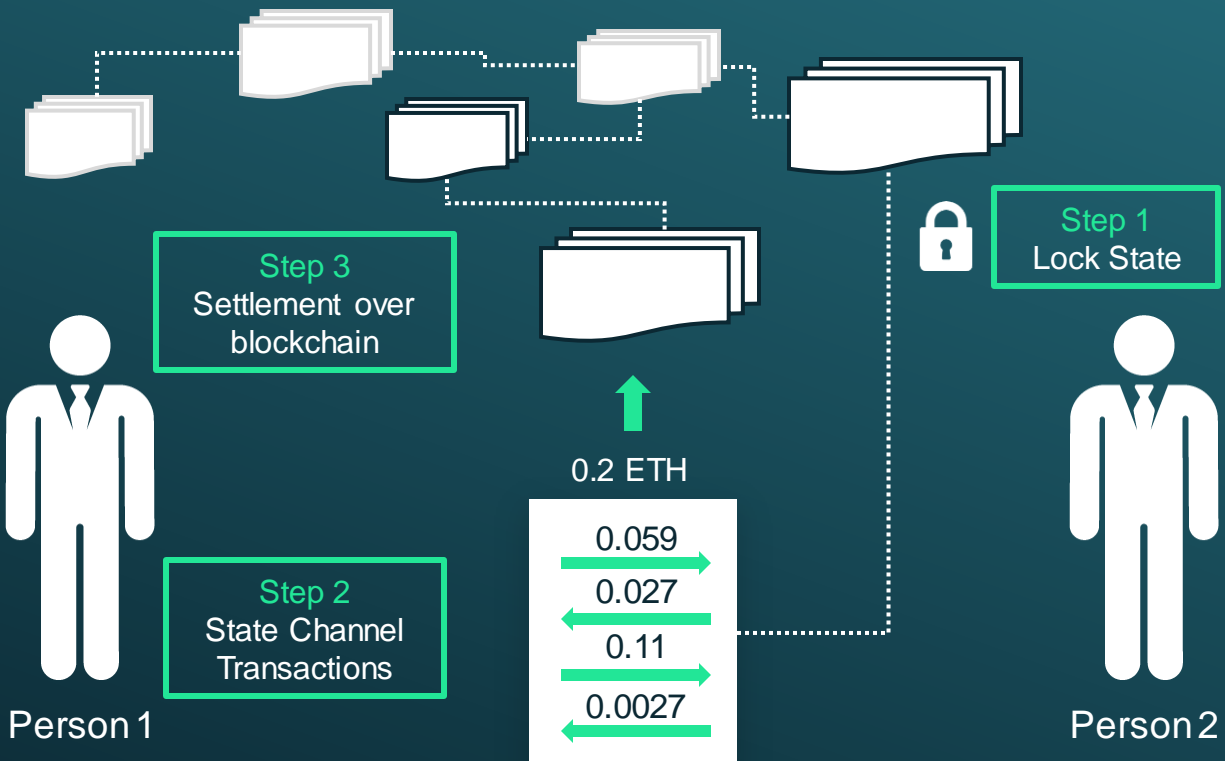


Person 1



Person 2

Without State Channels



In this process, only Steps 1 and 3 (the opening and closing of the state channel) involves blockchain operations, while Step 2 does not involve the blockchain at all, and can contain an unlimited number of updates. The blockchain is used purely as a settlement layer to process the final transaction containing a series of interactions.

For the CallPage logic layer, we plan to integrate our smart contracts with State Channels technology in order to ensure scalability of the platform. Transactions will primarily be processed on the fast and secure off-chain channels, and only submitted once in a while onto the blockchain upon closing the channels. In this way, we will be able to build a high-throughput system that can instantly handle large numbers of transactions.

VoIP

In addition to the decentralized platform, we also plan to develop an end-to-end encrypted, peer-to-peer-based VoIP system that will be part of the CallPage ecosystem. Compared to traditional VoIP systems, CallPage VoIP will boast improved user privacy and higher scalability through the use of end-to-end encryption and peer-to-peer data streaming. The service will be seamlessly integrated into the platform, where users can access this service using CallCoin tokens.

End-to-end encryption

In traditional messaging and VoIP systems (such as Skype and Messenger), although encryption is applied to communications, particular third parties such as the service providers themselves (e.g., Microsoft and Facebook) can still access the content of communication. In this regard, users are at the risk of potential privacy breaches.

In contrast, in the end-to-end encryption (E2EE) system of communication, only the communicating parties can access its content. In principle, it prevents potential eavesdroppers – including telecom provider, Internet providers, and even the provider of the communication service – from being able to access the cryptographic keys needed to decrypt the content of communication. The systems are designed to be surveillance-proof, as no third parties can decipher the data being communicated or stored.

At CallPage, we highly value our users' information security, as well as their right to privacy. To this end we've decided to create our VoIP system with end-to-end encryption, in order to protect our users' privacy and ensure true decentralization on the platform, where there is no centralized "big brother" institution with access to all the data.

A simplistic overview of how end-to-end encryption works goes as follows:

End-to-end encryption is achieved through the use of asymmetric cryptography, where each party in communication can generate a pair of keys - a public key and a private key. The keys are mathematically related so that a message encrypted with the public key can only be decrypted with its corresponding private key. The public key can be broadcasted to the world, while the private key should never be revealed.

Bob

Bob writes a message to Alice



Bob uses Alice's PUBLIC KEY to encrypt the message which can only be decrypted by the corresponding private key

Server

The server never sees plain text messages



Alice uses her PRIVATE KEY to decrypt Bob's message

Alice

Alice reads the message from Bob



In an end-to-end encryption system, the sender will first encrypt the content to be sent (can be message or audio data) with the receiver's public key. The receiver will then use her locally stored private key to decrypt the content. As the decryption key needed to access the content is stored locally on the receiver's device and never revealed to anyone or sent through the network in any way, it is in principle impossible for any third party to access the content.

End-to-end encryption with Ethereum

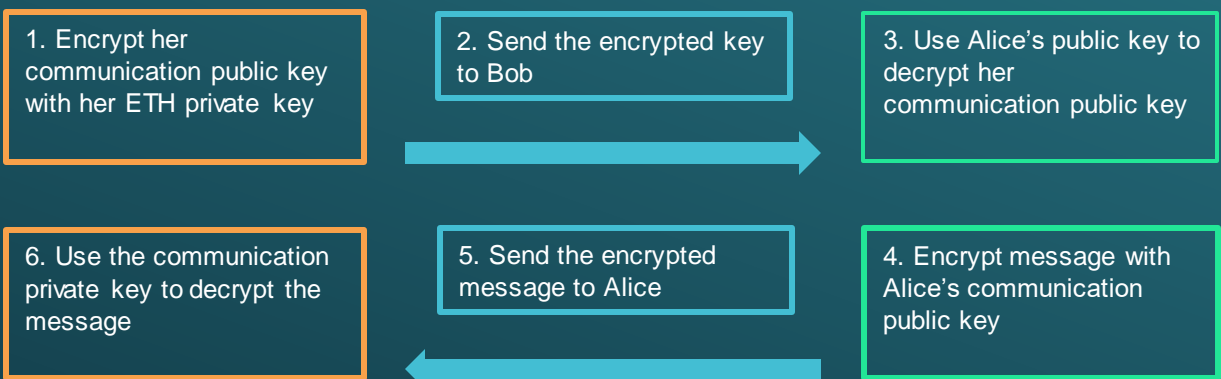
One potential vulnerability of end-to-end encryption is the man-in-the-middle attack (MITM). In such an attack, the attacker may impersonate a message recipient (during key exchange or by substituting his public key for the recipient's), so that messages are encrypted with a key known to the attacker. The attacker will then be able to access the message using his own private key.

The Ethereum blockchain provides us with an effective way to prevent such attacks. In Ethereum, the owner of a wallet address possesses a pair of public and private keys. The public key can be broadcasted to the network, while the private key, again, should only be stored locally and never revealed. The owner of a private key can use it to encrypt messages, and the encrypted messages can then be decrypted/verified using the corresponding public key. In essence, ownership of the private key provides verifiable proof of identity, which can be used in key exchange to prevent man-in-the-middle attacks.

Specifically, during the exchange of public keys between the communicating parties, rather than directly sending over the keys, each party uses the following procedures:

1. Encrypt one's own communication public key with one's Ethereum private key;
2. Send the encrypted communication public key to the other party;
3. After receiving the other party's encrypted communication public key (encrypted with his Ethereum private key), decrypt the key using the other party's Ethereum public key;
4. Use the decrypted public key to encrypt the content to be sent, and use one's own communication private key to decrypt content received from the other party.

End-to-end encryption with Ethereum



That way, even if an eavesdropper substituted his communication public key for the recipient's, because he did not have the recipient's Ethereum private key and therefore could not have encrypted his public key with the correct private key, the sender then would not encrypt the message with the correct public key, and the eavesdropper wouldn't be able to access the message.

Therefore, by using Ethereum as proof of identity layer, we would be able to create a secure MITM-proof end-to-end encryption system.

Scalable smart contracts - state channels

Compared to traditional VoIP systems that rely on centralized servers to relay content of communication, a peer-to-peer system has various advantages, including:

1. No central point of failure - more resilient and reliable;
2. Little risk of downtime;
3. Higher scalability, and;
4. More bandwidth-efficient in case of multiparty communications, etc.

With the advent of cutting-edge peer-to-peer data sharing protocols such as IPFS, we have a solid infrastructure upon which we could create the data transport layer for our VoIP system.

Possible integrations in the future

Raiden Network

The Raiden Network is an off-chain scaling solution that aims to enable near-instant, low-fee and scalable payments using state channels technology. It's complementary to the Ethereum blockchain and works with any ERC20 compatible token.

In case the scalability problem of Ethereum blockchain persists in the near future, CallPage may potentially integrate the Raiden Network into the platform, so that users would be able to purchase and transfer CallCoin tokens with minimal cost and delay.

Filecoin

Filecoin is a decentralized storage network that turns cloud storage into an algorithmic market. The network runs on a blockchain with a native protocol token (also called "Filecoin"), which miners earn by providing storage to clients. Conversely, clients spend Filecoin hiring miners to store or distribute data. Filecoin works as an incentive layer on top of IPFS, creating a decentralized, robust and highly scalable data storage and distribution solution. CallPage may potentially explore the integration of Filecoin into the implementation of the storage layer and VoIP system, in order to ensure permanent availability of data and efficient delivery of service.

Five reasons to invest

1

Unsold tokens burnt after the ICO

Callpage token supply is limited and no tokens can be minted after the ICO. All unsold tokens will be burnt after the ICO

2

Tradable after 2 weeks

Callpage will make the tokens tradable 4 weeks after the end of the ICO to fully facilitate the flow of the coin in the ecosystem.

3

Founder's tokens locked for 4 years

Founder's decided to vest the tokens over the period of 4 years. This will make the price fluctuations less volatile and protect our community.

4

Token Vesting

By locking CALL Coins you will be able to secure discounts to all of the services we offer! This would encourage better platform availability and scalability as the number of users would be averaged over a period of time

5

BuyBack Program

30% of Callpage monthly profit will be dedicated for the Buy-Back program. By buying tokens from the market and burning them, Callpage will further decrease the token supply making the coin increasing in value.

Business

Market Size

We plan to disrupt global call center market, that currently worth 300 billion dollars. Phone support and sales services are ones of the most dynamically growing segments in the world, and in 2022 market will worth up to 407 billion dollars. More than 30 million people across the world are currently employed in call centers. Traditional call centers have to keep plenty of staff on-hand to handle many incoming calls, customer service issues and queries. About 3,5 mln agents are currently employed in US call centers. About 45.4 billion inbound calls per year occur in call centers field. Mean average cost per inbound call - \$5.90

Key numbers about market:

30 million people

across the world are currently employed in call centers

407 billion dollars

In 2022 call center market will worth up to

Only 51%

its agents salary in structure call centers costs

300 billion dollars

Global call center market, that currently worth

≈ 45.4 billion inbound calls

per year occur in call centers field

\$5.90

Mean average total cost per inbound call

Business Strategy

For companies

CallPage as a company already has more than 3000 business clients and is actively growing 4% every months. During the last survey, more than 22%* of our clients want to outsource support and sales calls to CallPage company or external call centers. That's why CallPage company just give possibility to register in platform for companies who want additional HR for call proceeding. CallPage will remove current marketplace and change it for platform.

We will attract companies to use our platform **in two steps**:

Step 1

Beta implementation

Goal: To introduce several implementations in order to modify a single platform functionality as well as to observe successful cases of implementation.

We are going to transfer our customer support employees to such a position. We are also going to test the implementation of the platform:

- In several large call center companies, which are using our service right now, and are ready to implement our solution that will optimize expenses spent on the customer service.
- In several teams from the crypto community, who are launching ICO.

Step 2

Active marketing expansion

Goal: To provide sufficient number of companies offering related job positions for independent customer operators.

We will look for companies that are interested in launching the campaign and transferring their customer support department to the new operation process based on our technology. We are going to engage companies, by using B2B sales department, which will search for potential large customers, introduce and demonstrate the technology and help with the process of implementation. Companies' main interest will be in cutting the costs and optimizing expenses for the customer support department.

Important things: For the companies in current business economy model is the possibility to generate invoice for services. That's why in the beginning CallPage will allow the users to buy CallCoins via Fiat and convert fiat money to the Callcoin in CallPage platform, and will generate invoice for purchases of CallCoins.

For independent operators

Marketplaces are very responsive to network effects; the more providers list themselves, the more clients will use them. The team has built a native rewards system that incentivises the following user-behaviours:

- Encouraging users to sign up and use the platform,
- Referring friends to the platform, and
- Encouraging friends to use the platform.

Rewards Pool

The Rewards Pool will hold 5% of the total available CallCoin after the ICO and will be held in a smart contract. Once the ICO is completed, the total number of tokens is recorded as the baseline amount. Each time the number of tokens in the pool decreases by half, all rewards are also halved. In this manner, Rewards will constantly be issued, no matter the amount left, on an asymptote to zero.

Reward	Baseline	Baseline/2	Baseline/4	Baseline/n
Referrals (CALL)	10	5	2,50	10/n
Welcome (CALL)	10	5	2,50	10/n
Transaction Rewards	5%	2,50%	1,25%	5/n%

Friend Referrals

CallPage will incentivise users to refer their friends to the platform by giving them CallCoin, which will be issued for each successful referral. Each user is given a unique referral code and link with valid referrals being tracked through this code.

Welcome Bonus

If a new user signs up with a friend's referral code they are immediately issued credit to encourage them to make their first transaction.

Transaction Rewards

CallPage will incentive users to make transactions by issuing a 5% reward on each transaction. For example, if Telecom company pays his call operators 100 Callcoin, then he will immediately receive 5 CallCoin after the transaction. This is a complete disruption of traditional payment methods where users incur fees when they transact. With CallCoin, active users are rewarded for utilising the platform.

Why blockchain

Blockchains, by nature, have several properties that make them attractive for our platform. These properties are essential for the success of this project. Thanks to Blockchain technology, we are able to achieve the following tasks:

New more beneficial economy

In order to explain why and how the economy is changing on this market we want to introduce 3 cases of possible mutual relationships between all the parties involved. You are going to see how our ecosystem, based on blockchain, will work much more efficiently and with greater benefits.

Case A: How customer support market works now

Company	Outsource company /Intermediary	Actual worker
1000\$ to spend on support	52% covering the expenses 10% the average margin for this kind of business TOTAL EXTRA EXPENSES: 62%	38% stay at worker's pocket..

Case B: How it works via marketplace

Company	Classical marketplace (centralized and not specialized)	Actual worker
1000\$ to spend on support	3% transaction fee 10% marketplace margin 14% management/training cost 13% software for the calls and external VoIP provider TOTAL EXTRA EXPENSES: 40%	60% stay at worker's pocket

Case C: How it works via our decentralized marketplace

Company	Decentralized marketplace	Actual worker
1000\$ to spend on support	<p>0,2% transaction fee, while paying with our coins based on Ethereum</p> <p>2% training cost; our platform will be specialized only for customer service industry and will be supplied with tutorials and specific exams relating to the product</p> <p>0% management cost, smart contracts will be used, based on Ethereum.</p> <p>4% decentralized VoIP provider, based on protocol itpc.</p> <p>TOTAL EXTRA EXPENSES: 6,2%</p>	93,8% stay at worker's pocket

Legal Simplification

Holding customers' money leads to the legal purview of several normative acts and regulatory agencies. Callcoin simplifies this drastically, since the funds are transferred solely between the two parties involved. Any funds sent or received on the CallPage platform can be withdrawn by users at any time through the Ethereum wallet.

Management of customer-executor relations and Dispute Resolution based on a smart contract

Smart contract is a fully automated protocol that exists in the blockchain technology in order to facilitate, verify and then to execute the performance of an agreement. Smart contracts allow users of blockchain technology to make a good on promises, that have been previously specified in digital form, without the need of third parties or written documentations.

Ethereum smart contracts provide a trustworthy hedged escrow, which aims to protect cryptocurrency value for users, as well as to process the platform's revenue streams and disseminate rewards for incentivised network effects. Smart contract holds the cryptocurrency, but allows both parties to take recourse against each other and encourages them to negotiate. CallPage may provide a member of the management team or a mutually agreed third party to conduct the arbitration, with all parties agreed to be bound by any final decision made. Ultimately, CallPage aims to promote peer-to-peer dispute resolution and allows other platform users to assist and arbitrate in the dispute resolution process.

Product

General description

We are offering a comprehensive search solution with the ability to conclude contracts between the business customer and independent call operator, as well as a platform for training and monitoring the performance of executors, previously specified in the contract, and coin as a mean of payment for the work done.

Part 1: Decentralized Marketplace

For providing best quality and convenience for both sides and for providing decentralization we need to create decentralized marketplace. From one side there will be companies which will register in our marketplace and pass through KYC procedure. From the other side there will be independent call operators which will fill out their profile on our platform for the best match. Every Call Operator will provide in which areas he has skills for conversation, convenient time and other important information for business users. Business users will search best candidates for call proceeding and will form a team for customer support or sales. Business users will use special filters which will help to choose the best candidates for operations. Also every independent call operator will have his special ranking which will consider all conversations provided to the customers and all references from previous contractors.

On the platform call operators will set up fee for providing support or sales based on of four business models:

1. Payment per minute
2. Payment per action/call
3. Payment per sale.
4. Payment per working hour

Business users will search for the best candidates and will offer them a job. If both sides agree full description and educational materials for the job will appear on a call&chat platform.

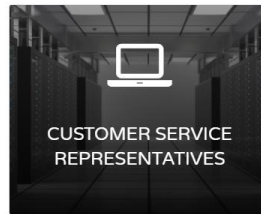
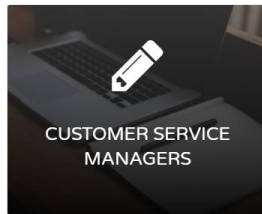
Core features

- Business Account
- User account
- Advanced user filter
- Ranking system
- Advanced scoring system
- Task manager window
- Statistics panel

MVP Showcase

Find best customer service pros from 55 countries

SEARCH



callpage
powered by CallCoin

HOME ▾ FOR CANDIDATES ▾ FOR EMPLOYERS ▾ Join Now 🔍

Browse our sales & customer service talent

All Resumes

Any Location



NICHOLAS BAKER

📍 Athens, Central Athens, Greece 📞 Email & Chat Support Representative 💰 \$10 / Hour

9 months ago



MARGARET CASTILLO

📍 Milan, Italy 📞 Customer Support Manager 💰 \$16 / Hour

9 months ago



LINDA HARRIS

📍 Zürich, Switzerland 📞 Cold Caller 💰 \$9 / Hour

9 months ago



JENNIFER GERNER

📍 London, United Kingdom 📞 Phone Sales Representative 💰 \$19 / Hour

9 months ago



Nicholas Baker

📍 Athens, Central Athens, Greece 📧 Email & Chat Support Representative ⌚ 10 / hour

CONTACT

LOGIN TO BOOKMARK THIS RESUME

Skills:

Technical Support Customer Support Sales Management Market Research Project Management Data Entry Telemarketing

Description:

Over 9 years of combined vast experience as a Customer Service Representative/Technical Support Representative through face to face interaction, email, chat and voice support. I was able to enhance my ability to provide excellent customer service on various aspects, helping over a million users in one of the most vibrant sectors in the world, USA, Canada, United Kingdom, Australia, Europe, Asia, Middle East. Logging support calls and emails to get customers the very best support they deserved. Troubleshooting and resolving incidents to make customers satisfied & well-informed, escalating serious issues when you can't help personally, working to resolve on-going/recurring problems. Did all these through perseverance, hard work, working with less supervision, integrity and courage.

As a growing individual looking to thrive in my chosen career, I am constantly eager to learn and develop. My success and my experience in serving customers for over 9 years has proven my desire to work with a multitude of people, with the goal of simply satisfying their needs.

If someone were to ask me what my most valuable skill is, it would most definitely be my ability to connect with people on a unique level based on their personality and their individual requests.

I have been successful in leadership roles such as managing projects, supervising staff of up to 20 employees and being an educator through training and teaching people.

I am looking for a suitable position within a growing company that will allow me the opportunity to shine in my areas of expertise. In addition, my goal is to continue learning and develop my skills in a sustainable career.

Personal Characteristics:

- Personally passionate and up to date with current trends and technologies, committed to quality and comfortable working with adult media.
- Bachelor or Master degree level educational background.

Call&Chat Platform

General description

Call&Chat Platform is one of the elements in our ecosystem. Its very easy to connect corporate clients with individual operators but we need to give them software on which they will proceed calls, chats, buy VOIP services, get information and updates about products and services for which they provide support etc. That's why our company based on our current SaaS software will create a Platform for convenient workflow of operators.

Platform will consist of **4 main elements** which will be built in the platform:

1 Business Integration block

1. Possibility to buy phone numbers for redirection

First of all business need to connect its phone solution with architecture of the platform. That is why there will be a possibility to purchase telephone numbers with Call coins. This numbers will appear on the platform and will redirect the users to the independent call operator's phone or platform. After this both sides can have a conversation.

2. Callback services

Automatic callback solution will help to provide immediate callback for the companies which want to proceed generating more phone calls. Callback solution will be possible to buy for additional payments via our currency.

3. Integration with CRM

On the platform there will be a possibility to integrate with near 50 most common CRMs which will be used for product and data analysis for independent phone operators. Custom integration will be used as well as other types of API to integrate the CRM

4. Internal CRM with product

If current business does not have its CRM then it will be able to use our CRM where they will provide all information about product and services.

5. Smart contract creation panel

One of the important issue is creation of smart contract between business users and support specialties. We plan to create intuitive dashboard where business user will provide rules for smart contract. Users will be able to communicate through UI with smart contracts using web3js technology.

2 VOIP communication block

1. Incoming/Outcoming call system

The system helps to proceed phone calls independent call operators. If operators don't want to do redirection they will be able to proceed calls through the panel or mobile application. With the application it will be possible to do outcoming and incoming calls.

2. Call Management System

The system help to set up phone numbers for redirection, working time, time zones and other features important for everyday working conditions.

3. Chat Management System

With this application you will be able to connect all the channels you need to chat (Telegram, Livechat, Intercome etc) and start working directly from the interface of our platform.

4. Call Payment solution

For proceeding calls user will need to cover cost of connection buy paying with tokens for VOIP. That's why we will create a platform.

3 Knowledge Base

1. Knowledge Base for user about product/services

Before users will proceed calls they need to learn about product or services. That's why will create knowledge base where business users will provide information about products and tips how to provide support or sales. Also there will be important links to other sources which will provide more information.

2. Test Base for user for knowledge quality control

To make sure that independent call operators will know everything about the product we will create a test base to control knowledge quality of users.

3. Educational Video Materials

We will give a possibility to provide webinars and video about products from managers of the business users to teach customer support how to proceed the calls and answers typical questions.

4 Quality Assurance

1. Call statistics

Users will need to understand how much CallCoin they earn and how many calls they proceed that's why we will create dashboard for showing general statistics.

2. Call helpers features

User which will proceed calls needs to understand is he is doing his work correct, that's why we will help by providing features in dashboard which will show emotions of people, also we will add option voice to text option for better understanding their conversation and many others.

3. Marks for consultant

In callback solution and by providing customer survey we will use feedback of clients for work evaluation that will help consultants to understand if he performs well and what is his conversation quality.

Platform will be used for proceeding

- Inbound sales calls
- Telemarketing activity
- Customer support activity
- Live Chat activity
- Customer service

Product Roadmap

Decentralized marketplace

Feature Data/Priority

1. Backend Deployed

- Microservice infrastructure: AWS cloud, Elastic Beanstalk, AutoScaling, LoadBalancer, Virtual Private Cloud
- Scalable cloud telephony solution for handling big campaigns

- Developer environment: continuous integration, continuous delivery, docker local environment

2. Core

- Auth & Permissions module: Permissions, Registration, Login, Single Sign On, Token Based Auth

Q3 2018

- Profile module: Call operator profile, Company profile, KYC,

Q3 2018

- Contract module: Create and manage contract, Setting up the terms for campaign, hire contractor, invite contractors

Q4 2018

- Rating module: Rating of call operators, public / private feedback

Q3 2018

- Simple search engine module, instant match with the right call operators
- AI search engine: AI will find the most applicable workers and companies, based on the data from similar deals, rating, etc

Q4 2018

- Arbitrage module:
- Decentralized resolving of arbitrage case by several independent contractors with reward of 3% of campaign. Those coins will be transferred to authorities, who serve as arbitrators in dispute resolution process.

Q1-Q2 2019

- Report module: Advanced report for companies and call operators, recurring email daily/monthly/weekly reports, real time statistics, campaign conversion and success rate measuring
- History module: Historical access to all previous campaigns

Q4 2018

3. Billing

Q4 2018

- Fiat deposits
- Automatic payouts for call operators
- Buy CallCoins / CallCoins Deposits
- Invoicing CallCoin deposits, invoicing fiat deposits

4. Smart contract module

Q2 2019

- Implementation of smart contract concluded between call operator and company
- Implementation of UI communication with smart contracts using web3js
- Implementation of the escrow service, which will block the amount of money paid until the full smart contract execution / transfer to DGX

5. Mobile client

Q2 2019

- Auth module
- Profile module
- Campaign module
- Notifications module

6. Premium feature module

Q3 2019

- Companies: Boosting promotion campaigns, Verified company (increases a chance to hire top call operators), QA features
- Call operators: Increase search engine ranking
- Dedicated account manager, analyzing campaigns, conversion improvements, phone script building

7. Quality Assurance module

Q4 2019

- Internal knowledge base, webinars, lessons
- Internal system of tests, exams
- Advanced portfolio feature
- Smart filter in search engine based on scores of exams and tests
- [AI] Analyzing calls, voice to text conversion, text segmentation, call emotion detecting
- [AI] Building effective phone scripts for companies based on previous campaign
- Manual quality assurance by the third party (similarly to arbitration service). They will be responsible for examining the companies for an additional % of the cost of campaign

8. Blockchain module

Q1 2020

- Transfer user data to the decentralized storage based on blockchain technology using IPFS protocol

9. Tools

Q4 2019

- Built-in collaboration features
- Progress tracking tools

Communication Platform

Feature

Data/Priority

1. Backend

Deployed

- Microservice infrastructure on AWS
- Communication infrastructure: SIP trunks, SMPP servers, SMS endpoints, incoming numbers

2. Core

Q4 2018

- Payments module: CallCoin deposits for internal services, charging CallCoins for service usage, advanced service usage reports

3. Platform

Deployed

Calls

- Caller IDs: Possibility to present a call with customized Caller IDs
- Call queue with voice messages
- Call parking features
- Configuration of a virtual telephone office (Business hours, IVR/Departments)
- Incoming phone traffic, allocating phone numbers from different countries
- Interface of receiving the calls via browser (WebRTC) - the campaign data, information about the customer, like approximate localization (if available) is immediately displayed. There is an instant possibility to use certain data, received from the client, for various purposes

SMS

Deployed

- Configure automatic SMS to increase conversion from campaign
- Custom Sender IDs

Chats

Q1 2019

- Integrated chat solutions for chat customer support
- Create Interface for All-In-One Messengers, where you can connect any instant manager in order to keep everything in one place. Example: <https://prnt.sc/ihd9hf>

4. Widget

Deployed

- Ability to use the callback widget for handling telephone traffic from website. (fully integrated solution with callpage.io as widget provider)
- Call features: Visual IVR, call algorithms, call recording, automatic voice messages,
- Widget features: popup triggers based on scoring system, totally customizable widget, branding, conversion increasing tools (eye catcher),
- All features CallPage.io has

5. Integrations & For developers

Deployed

- Integrations with most popular CRM solutions and other enterprise tools: Hubspot, Salesforce, Pipedrive, Gmail, Zendesk, Freshdesk, Intercom, Zapier (for custom integrations)
- Integrations with enterprise Call Center solutions: Avaya, Cisco Unified Contact Center, Zendesk
- Custom integrations constructor: Allows to create custom integration with any enterprise platform
- Create REST API for most used resources

6. Tools

Q1 2020

- Statistics and reports related to all telephone traffic, service usage
- [AI] Smart assistance, which will assist in campaign efficiency improvement, service usage and cost optimization

7. Blockchain

- Creation of a decentralized PBX solution, based on IPFS protocol. Decentralized audio streaming

Q4 2020

- End-to-end encryption for Chat
- End-to-end encryption for VoIP communication

Q4 2020

Call Coin

Feature

Data/Priority

1. Backend

Deployed

▪ Token distribution after KYC	Q3 2018
▪ Burning all unsold tokens	Q3 2018
▪ Exchanges announces	Q3 2018
▪ Implementation Raiden network (if problem with scalability appears)	Q4 2020

Token distribution summary

Symbol	CALL
Total Supply	155 Million (155,000,000) CALL
Available on ICO	93 Million (93,000,000) CALL
Hard Cap	\$ 35 mln
Soft Cap	\$ 4 mln

New tokens can not be minted

Token allocation summary

100% of net money from the Crowdsale will be used by CallPage Limited to fulfil the following purpose and objects, ensuring the utility of the CallPage tokens are realized:

- Build and promote CallPage Decentralized marketplace based on blockchain technology
- Build CallPage decentralized calling system, that will be used by users and companies
- Provide support, development platforms for the Community

The proceeds from the Crowdsale are expected to be expensed on the following sectors:

- Research & Development 40%
- Marketing/Sales and Community Building 40%
- Long term research team 15%
- Legal and administrative purposes 5%

The table above shows only the forecast of expenses. Detailed plan of all the costs incurred will be published after the crowdsale. Additionally, regular reports and cost forecasts related to the specific sectors will be published as well.

Software Development - 40%

The project is developed by the founders of existing developing company- CallPage. Our team is already highly experienced at building custom software, so we can ensure that the development of the CallPage application will be thorough and robust. We have years of experience building digital products and do not need to hire external consultants.

The development will be spread across 4 internal teams - responsible for:

- CallPage Marketplace
- CallPage call platform
- Call Artificial Intelligence algorithms
- Server / Smart contract integration.

We are well connected in the Polish tech scene and we have 12 developers in CallPage right now.

Marketing and sales - 40%

- Working on cooperations with other projects that may bring long term synergy
- Digital marketing
- Hiring community managers based on demand
- Running different campaigns in order to measure the most effective approaches (learning)
- CallPage and Blockchain Week conferences in Europe.
- Testing and measuring what works best for our marketing needs (learning)
- Mass market focus group, learning, and research
- Direct sales team building integration partnerships with different portals.

Legal and administrative Costs - 5%

CallPage is partnering with leading audit company for conducting the legal work. We will also have compliance costs on a country by country basis. This includes legal and administrative costs regarding our product launch on European and US markets, as well as unbanked regions.

Long term research Team - 15%

We will build a dedicated team that will research how CallPage can compete on the global digital consultations marketplace. This team won't produce immediate short term value like our product or marketing deliverables do, but will work on different proof-of-concepts and alternative research methods for reaching our audience.

Executive & Advisory Team



Ross Knap

Co-founder and CEO at CallPage

Ross is a serial entrepreneur and consultant with experience in both IT and traditional sectors (Services, Management Consulting). Graduated from Warsaw School of economics, Cracow University of Economics and Strasbourg Business School. Before creating CallPage, Ross has worked for a consulting company, owned an online store. Winner of the UPC Think Big and Audi Digital Innovation Award. In 2017 entered the ranking "Top 20 European entrepreneurs before 30" according to EU Startups magazine.



Sergey Butko

Co-founder and CMO at CallPage

Graduated from Cracow University of Economics. Previously CMO at System Business Advisory Group. Has over 6 years of experience in marketing. He deals with generating leads and conversion on a daily basis. He has gained experience working in a consulting firm.



Andrew Tkachiv

Co-founder and CTO at CallPage

Graduated from Jagiellonian University in Cracow. He is a professional developer with more than 7 years of experience in programming. Previously, has been frontend developer at Norsys. Additionally, co-founder of THB Solutions.



Ian Scarffe

Advisor

Ian Scarffe is a serial entrepreneur, investor and consultant with business experience from around the world. As a leading entrepreneur, Ian is on a personal mission to develop a culture of entrepreneurship, helping startups achieve their full potential as well as helping to expand existing companies. A leading expert in Bitcoin, Blockchain and Crypto industries, Ian is at the very heart of revolutionizing the financing industry across the globe and currently consults and advises for a range of companies.



Mateusz Mach

Advisor

Forbes 30 Under 30. COO of the Opus Foundations - music streaming platform based on Ethereum and IPFS. Moreover, Mateusz is the co-founder of Nextrope, a software house specializing in the blockchain and working with clients from all over the globe to help them build DApps, set up smart contracts and provide professional advice regarding everything blockchain-related.



Tomasz Korwin-Gajkowski

Advisor

Tomasz Korwin-Gajkowski is professional software consultant. He is focused on distributed ledger technology, specializing in cryptocurrencies, blockchain technology, Solidity and other Microsoft technologies. Tomasz is passionate to share his knowledge about the innovative technologies and is an active contributor and organizer of the Crypto Cracow community meet ups, as well as organizer and speaker at workshops related to Blockchain, Smart Contract programming and Cryptomarkets.