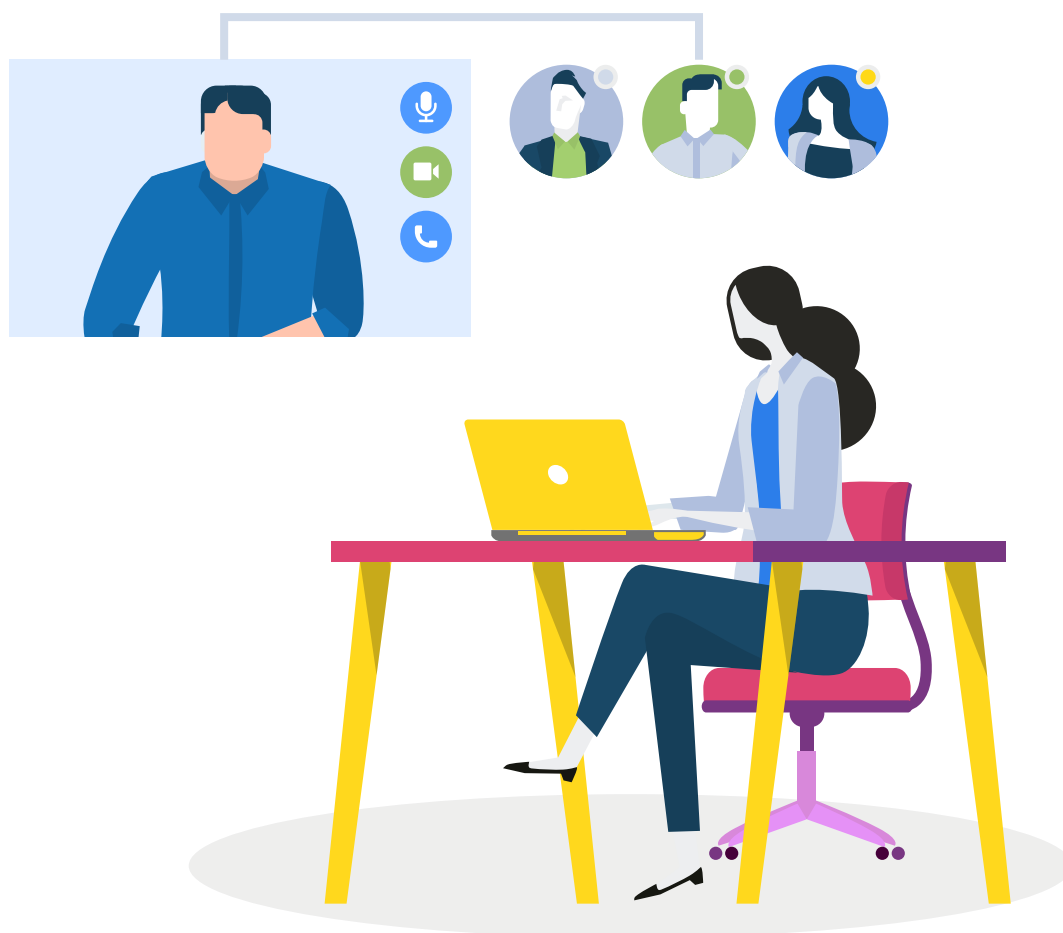




Blockchain based Protocol for On-Demand Consulting



White Paper v1.0
www.maesterprotocol.com

**The advancement of knowledge is the
only guardian of true liberty.**

- James Madison
{President of USA | March 16, 1751 - June 28, 1836}

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1. Overview

“On-demand economy in US is growing at 57% per year with champions like Uber, Ebay, Netflix, Taskrabbbit, Instacart etc leading their respective categories.”

The evolution of internet and smartphones has completely changed the way people search for information & services. People seek results immediately and this phenomenon has led to the birth of On-demand Economy. On-demand economy is rapidly expanding across the globe and will continue to envelop new industries year after year. The largest category of on-demand spending is online marketplaces (e.g. Ebay, Etsy, Amazon), Transportation (e.g. Uber, Lyft, Ridejoy), food/grocery delivery (e.g. Delivery Hero, Foodpanda, Instacart), Entertainment-OTT (e.g. Netflix, Hulu, Amazon prime) and home services(e.g. Taskrabbbit, Home depot).

The Professional consulting industry is estimated at about \$250 Billion globally, growing at a CAGR of 4.1% every year. This is the organized consulting market where consulting companies are giving solutions to corporates in the field of technology, financial services, strategy, HR etc. The unorganized consulting market, however, is much larger and mostly unaccounted for. Need-gap analysis of the consulting industry clearly showcases its potential as one industry that is waiting to be disrupted by the on-demand economy and take it on a high growth trajectory just as hyper-local on-demand delivery companies have disrupted and organized the unorganized market in retail and food delivery.

Knowledge is by far the most important ingredient of a person's success recipe, leading people to learn and search for more everyday. However, due to the open nature of the internet, there is lot of available over the internet people can end up spending hours searching for the right information and still not be sure of its authenticity and relevance to their queries. Eventually, people often tend to search for professional experts who in turn charge some fee for their time. Large corporates take the help of consulting companies which act as mediators but end up charging 30-60% of the professionals' consulting fees. Individuals and small businesses do not go through consulting companies, they rather find professionals on social platforms like LinkedIn and try to connect with the professionals directly but most of the times, the conversation doesn't happen simply due to the time it takes for the client and the professional to connect and agree to a fee schedule. After much back and forth even if they are able to proceed, the fulfillment process is broken because while **advance payments** and **over-budget** consultations are a worry for the clients, professionals remain insecure of **pending payments** and in sharing **financial and personal** contact details to unknown people.

Maester Protocol is the first of its kind blockchain based protocol for **On-demand consulting** enabling people to quickly search for skilled professionals globally, talk to them instantly and pay automatically based on their consultation time, at virtually zero cost.

Maester is a term borrowed from the popular fantasy television series - The Game of Thrones, where Maesters are an order of scholars, healers, and learned men in the Seven Kingdoms. Due to their scientific and intellectual pursuits, they are sometimes referred to as "the knights of the mind". We believe every one of us has a skill or knowledge that others can imbibe from us and hence we call our users 'Maesters' and the digital currency associated, Maester Coin.

Blockchain technology has opened up the possibility for borderless peer to peer transactions through cryptocurrencies. Maester Protocol exploits the power of the blockchain and provides an intuitive user experience to attract everybody who wants to get personalized answers instantly, globally & at zero commission.

Now, people can search for generic or factual information on internet but for specific questions, personalized opinions and verified information, they can use Maester protocol to talk to professionals, on-demand. Professionals too can set up call rate and availability and offer consultancy without worrying about payments after the call or the high bank charges.

Maesters can post blogs, pictures and videos on the platform showcasing their skills or knowledge about the subject to establish thought leadership. This is called Professional Reputation Management or PRM. The Maester protocol through its proprietary algorithm generates a PRM score for every user by analyzing user demographic & activity variables using typical data mining technique of logistic regression. Additionally, fraud analytics, application scorecard, collections scorecard and churn propensity prediction models are created to scrutinize customer behavior. PRM score along with user generated rating and reviews can be utilized by users to evaluate the Maester before engaging in a paid conversation.

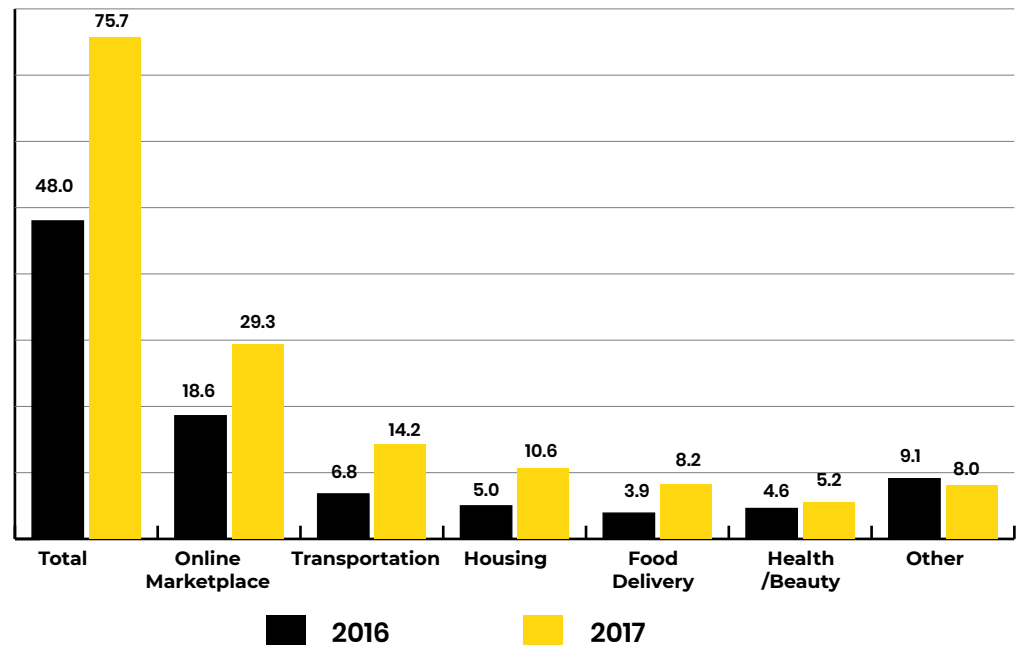
Not only does the On-demand consulting protocol solve the problem of an existing digital consultation market for people/companies from knowledge based industries, it also has the power to create a brand new and much bigger market by enabling ordinary people having any informal, non-fancy, everyday life skills to monetize their skills and create extra income. Maester Protocol empowers every user on its platform to become self-reliant and financially independent thereby fostering the spirit of entrepreneurship. Anyone can be a Maester and earn more with Maester Protocol.

2. Industry

On-Demand Economy

According to the National Technology Readiness Survey 2017 conducted in the US, the on-demand economy in the US grew at more than 57% over 2016. Participation in the on-demand economy has increased by two-thirds (66%) since 2016, and an estimated 41.5 million consumers purchased on-demand goods or services in 2017 (compared to 24.9 million in 2016). At the current growth rates, the estimated total consumers in the U.S. will be about 56 million by 2018 end and about 93 million by 2022.

On-Demand Economy Spending (Billion USD) by Category in US , 2016-2017



Awareness of on-demand services has nearly doubled in the past year, with 34 percent of consumers indicating they have heard of these services in 2017, compared to 20% in 2016. Consumers increasingly see advantages in using on-demand services, the major benefits being the ability to find the product or service online using a website or app (70%), the ability to pay and track progress online (62%), and being connected directly to another person instead of a company (52%).

With the growth in internet and smartphone penetration globally, similar growth in the on-demand economy is being seen across the world. While connecting service providers and buyers directly is a unique feature of the on-demand economy, the value proposition for these stems more from the functionalities that is provided by the new age on-demand platforms.

Global Consulting Industry

According to research by consultancy.co.uk, the global consulting industry is estimated at about \$250 billion as of 2016 growing at a CAGR of 4.1%. Analysis of the past five decades shows that the development of the consultancy industry is closely tied to the development of the global economy.

Size of the global consulting industry (2011-2016)

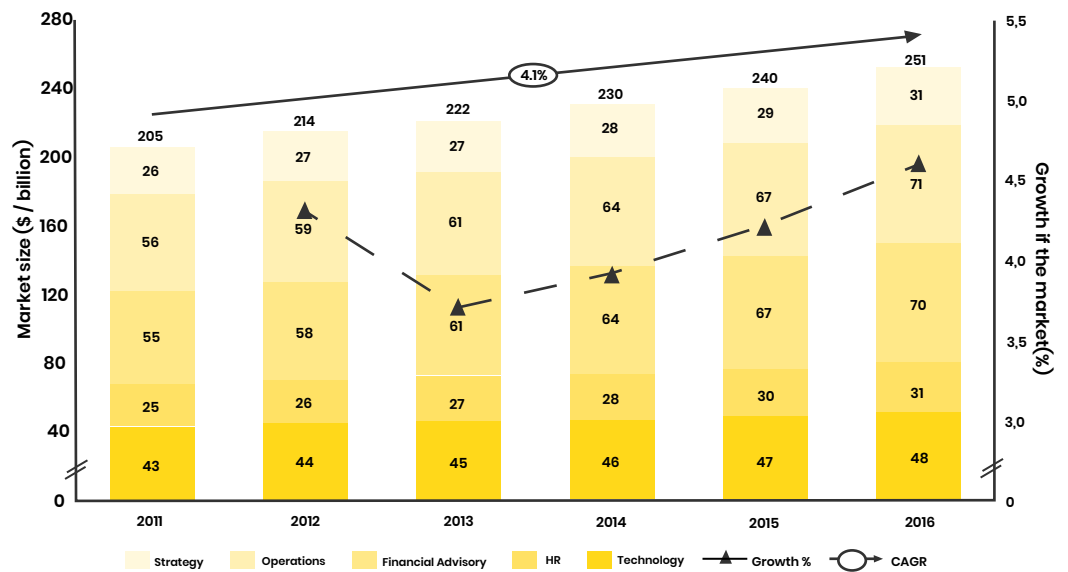


Chart Courtesy: www.consultancyuk

“Consulting industry is waiting to be disrupted by On-demand economy”

The mentioned research covers the organized knowledge based consulting verticals like Strategy, Operations, Financial Advisory, HR and Technology. However, there is an even bigger and neglected unorganized consulting market including both knowledge and skill based consulting which is untapped and crippled in its growth for the need for a proper platform that can provide the essential ecosystem to foster its growth. At the same time, the organized consulting segment still needs seamless and cost effective solutions to further its growth.

The need gap analysis showcases that this is one industry that is waiting to be disrupted by the on-demand economy to put it on a hockey stick growth trajectory like other traditional industries such as transportation, entertainment, food delivery etc. With the high penetration of internet across the globe, digital consulting is going to be a key driver to transfer knowledge and skill at low cost while saving time.

2.1 CURRENT INDUSTRY SCENARIO AND THE ASSOCIATED PROBLEMS

In the organized consulting space, the large corporate normally engage a traditional consulting company which in turn either hires a pool of professionals at pre-agreed hourly rates or employ them full time on a monthly salary. This helps corporates to save time and the hassle of finding the right professionals at the time of need. The consulting company ensures no legal or financial dispute arises between the parties, settles payments and takes a huge 30-60% margin depending on the business model they follow i.e. employed v/s contracted professionals.

While this process may work for large corporates, smaller organizations and individuals can not engage with these consulting companies due to high costs and hence they go through the unorganized methods to seek right information on the need basis.

For day to day queries, people search on the internet and at times spend hours searching for the right information and still aren't sure of its authenticity. When in doubt, people often tend to search for professional experts in their neighbourhood or on social platforms like LinkedIn etc.

On the other hand, professionals invest a lot of time and energy to showcase their skills, manage their reputation and build followers on multiple social platforms like LinkedIn, Twitter, Instagram etc to attract clients. However, very few of them are able to monetize their following because of a tedious fulfillment process that needs to be followed.

Let's take an example of a client looking to consult a professional -

1. A client finds a professional on LinkedIn, Twitter, Instagram etc
2. They share their contact details and connect through a separate calling app like Whatsapp or Skype
3. Professional shares his payment details and expects to be paid through an expensive payment app like Paypal or bank networks

This process is broken and highly insecure.

“
LinkedIn allows
people to search
for professionals
but one can't call
them and pay for
advice, on-demand.”

7 Hassles which abstain people from consulting in current scenario:

Hassles for client:

1. No validation or verification of professional's background or skill/knowledge
2. Wait time to connect and then get availability of professional
3. Full advance payment demanded by professional
4. No estimated duration of consultation so worry of refund
5. No user generates ratings or reviews available to judge the experience of previous clients
6. High transaction charges of banks & payment apps. Complexity in case of cross-border transactions
7. No seamless global platform available to search, talk and pay the client at one place

Hassles for professionals:

1. Sharing personal contact details to unknown people, inviting identity theft
2. Sharing bank details and exposing themselves to the financial frauds
3. Reluctance of client to pay full consulting charges in advance
4. Monetary risk if client defaults or delays on pending payments
5. High commission if he goes through a consulting company
6. No customer acquisition channel to market their skills and acquire clients
7. Professional reputation management effort not proportional to earnings or clients acquired

2.2 SOLUTION: INTRODUCING MAESTER PROTOCOL

Maester protocol holds the solution to all the above-mentioned problems of the consulting industry and shall enable digitizing both organized and unorganized segments.

The protocol offers the perfect fitting tool which can help people share information anywhere, anytime and still be very user friendly, quick to setup, cheap and most importantly highly secure.



3. Maester Protocol : Project Overview

“The world needs a solution to quickly search for skilled professionals, talk to them on-demand and pay instantly basis their consultation time.”

3.1 INTRODUCTION

Maester Protocol is a set of rules built on blockchain technology and forms the backbone of the Maester Platform. The protocol is set up through a smart contract on the Ethereum blockchain. The Maester protocol handles the process from call initiation to call completion automatically, saves data on blockchain and executes payment transfer standing instructions. The first step includes storing all the information of both the parties engaged on the call, such as call rate per min, availability, PRM score, rating and reviews, wallet balance and all the attributes of the user's profile. The next step includes computations of call parameters every second, signed by the private keys of both the parties and lastly, updating callers data, wallet transfers and settlements on call completion.

Maester protocol is the first of its kind blockchain based protocol built to enable on-demand consulting. It allows users to quickly search for skilled professionals, talk to them instantly and pay automatically based on their consultation time at virtually zero cost.

While it enables professionals (or 'Maesters') to build their reputation and lets them easily monetize their following without having to worry about payments, frauds or identity thefts, it also saves millions of man-hours of knowledge seekers who can improve their work efficiency by consulting verified Maesters, on-demand.

Not only does the Maester protocol solves the problem of an existing digital consulting market for people from knowledge based industries, but it also has the power to create a brand new and much bigger market by enabling skill based experts to monetize their skills or passions. Maester protocol empowers every user on its platform to become financially independent and self-reliant thereby fostering the spirit of entrepreneurship. Anyone can be a Maester and earn more with Maester Protocol.

3.2 BENEFITS OF ON-DEMAND CONSULTING

The On demand economy has seen a rapid growth over the last decade, at an average of over 57% in US alone thus putting all affected industries on a hockey stick growth trajectory.

The On-demand delivery platforms have a proven track record of high retention rate of customers due to the tangible benefits on demand economy provides. The sentiment across the globe is swinging in favor of on-demand economy since nobody has time to wait to fulfill their requirements be it food, transportation, travel accommodation, grocery or even information. Companies which have proven the benefit of moving from traditional ways to On-demand economy are Uber, Lyft, Netflix, AirBnb, Delivery Hero, Foodpanda, Taskrabbit and many more.

We have identified the four pillars of On-demand economy which make On-demand consulting a very promising bet.

Pillars	Available Consulting solutions		Proposed On-demand consulting solution -Maester Protocol		Explanation
	Low	High	Low	High	
Accessibility	✓			✓	Access to professionals through social platforms is limited due to restricted search and communication outside your network
Speed	✓			✓	Currently, professionals cannot be consulted on demand; it is a multi-step slow process
Flexibility	✓			✓	On-demand economy allows service providers to decide time and volume of work they want to do
Cost		✓	✓		Huge commission by middlemen and high bank charges reduce earnings for professionals and increase cost for end consumer

3.3 WHAT IS MAESTER COIN?

Maester coin (MAP) is an Ethereum based ERC223 token introduced by the Maester Protocol. It is the fuel for Maester protocol and thus shall be used as the only method of payment for digital consultations through the protocol. Maester coins can be bought directly on the platform or through various cryptocurrency exchanges. Early investors can purchase Maester coins during the Initial Coin Offering (ICO) to get exclusive benefits.

4. Project Description

4.1 KEY TECHNICAL FEATURES

The key features of the Maester protocol revolve around setting up seamless communication between the participants, establishing delivery of service for approvals on blockchain along with efficient payment processing using Maester coin tokens through Ethereum network smart contract. Below, mentioned are the key technical elements of the Maester protocol, explained for the purpose of consumption for people with both technical as well as non-technical backgrounds who are keen to understand the protocol with the perspective of its technology backbone.

4.1.1 Participant registrations on call:

On call initiation, the Maester's client node sends the exact details of his call rates, wallet address and user id to trigger the smart contract. Caller client node then signs this request by his private key to accept the Maester's conditions and hence agrees to block the total funds in the wallet till the end of the interaction. This use of smart contract here helps us to ensure that the caller doesn't withdraw the funds or use in another call. This whole process happens in backend in milliseconds. The user needs to recharge his wallet with Maester coins before starting the call, the minimum balance should be more than what is required for at least 1-minute of call, based on Maester's rates. While registration, each Maester information is saved with his biometrics like face recognition. Such biometrics shall be employed before initiation of each paid call for verification to ensure callers are not cheated due to possible impersonation.

4.1.2 WebRTC Protocol:

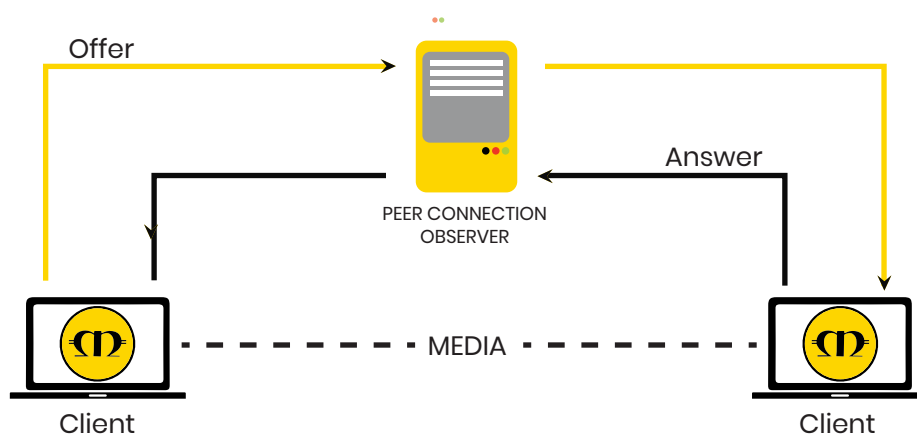
XMPP (Extensible Messaging and Presence Protocol) that handles a message delivery system. WebRTC (real-time communications) is an open-source Internet protocol designed for arranging voice and video calls via the Internet in real time. WebRTC is generally developed for modern browsers to implement Peer-to-Peer connections without the help of a third-party web server but still being able to transmit media content. WebRTC is basically a composition of Media Streams and Peer Connections.





Media Streams API, allows access to the camera and microphone through a browser without any additional plug-in or flash technologies.




Peer Connection API, makes it possible to install Peer-to-Peer connections between browsers.




- 


The first client sends an offer to another client via a server (Peer Connection Observer).
- 

The second client (Remote Peer) sends a reply to the first one via the server too.
- 

The P2P connection is established between the clients.

Is WebRTC safe?

- 

To transfer data in real time, WebRTC uses the protocol called Datagram Transport Layer Security. In the connection encrypted with DTLS any eavesdropping and information falsification are excluded.
- 


Accept DTLS, the WebRTC technology uses Secure Real-Time Protocol for video and audio data encryption. This protocol doesn't also allow eavesdropping or scanning an IP-connection (voice and video traffic) by unauthorized people.

4.1.3 Payment security:




The call log is saved every second along with cumulative duration of call and sent on the chain as an encrypted packet, eliminating any chance of data tampering. Once the call is finished by either of the participant, the algorithm confirms the delivery of service, picks the information on last packet and calculated tokens are transferred to the Maester's address unilaterally. The last packet doesn't need signing by the private key of the caller. This transfer also initiates a quick process of unblocking the caller's funds. The platform and blockchain process are synchronized to assure participants protection wherein, the charges are not levied during the call when the call is obstructed due to slow internet connectivity. This is particularly beneficial for callers and Maesters in emerging markets like China, India, Venezuela, Indonesia & Brazil where internet penetration is growing rapidly but internet speed is still a challenge in few regions.

4.1.4 Interaction Options:

There are four modes of consulting available by which clients can benefit:

- 

Video Call - Standard rate set by Maester. Important in few use cases. Face recognition before call connection

-  Voice call – Standard rate set by Maester. Helps in low internet areas. Face recognition before call connection
-  Chat – Free. To be used by Maesters for pre-sales and after-sales support and for handling multiple clients concurrently, to share documents, request or send payments and more
-  E-Learning – Very low rate. User gets access to Maester's work on his profile. Suitable template responses for frequently asked queries where personal advice is not required. Ideal for users with low spend capacity.

4.1.5 Managing availability and rates:

The Maester can schedule his calendar easily and setup timeframes when he wants to attend the calls. Clients can also seek appointment by seeing Maester's calendar. The Maester, to attract more callers, has the option to mention different rates per minute for different times of the day. This also lets him diffuse the traffic that might come to him from different countries in different time zones. He has the facility to mention slab rates for longer calls or offer discounts in special cases. By default, this time schedule is mentioned in CENTRAL EUROPEAN TIME ZONE (CET) and call rates in EUROS as well as Maester coins. Users can choose to change the view according to their convenient time zone and currencies through Settings.

Caller has the option to get a refund if he is not satisfied by the Maester but only if he ends the call within a minute. So basically, caller has to judge the Maester's capability in first one minute and if he continues the call after one minute, he is charged for the entire conversation. Maester can block miscreant callers who he or she doesn't want to entertain, this is especially useful for celebrities and webcam models.

4.1.7 Platforms available:

The Maester platform shall be available for Android and iOS in phase 1 and as a desktop app for MacOS, Linux and Windows in phase 2.

4.1.8 Peer-to-peer Payments:

Users can 'SEND MONEY' or 'REQUEST MONEY' to contacts just by the click of a button. The user experience is intuitive(screen shown in MVP section below) and payments are reflected in the wallet instantly. User can recharge the wallet with Maester coins by using Fiat currency(See Send coins & Request coins screens in MVP section).

4.1.9 Professional Reputation Management (PRM):

Professionals can build thought leadership and manage their reputation by posting content like blogs, videos and pictures to showcase their skills to other users. The platform generates a PRM score for each professional to help users judge new professionals which don't have many user generated ratings or reviews.





Communities shall play an important role in the computation of the PRM score. Community members can verify and give feedback on the Maester's profile if they are connected with the Maester on any other social platform or in the physical world and are paid in Maester coins for their support. This review is up-coded and used as a variable in the model of PRM score calculation.

Further, Maester platform shall engage a background verification agency and Maesters can get their profiles verified from the agency by paying a small fee in Maester coins; the 'Verified' tag is highlighted in the profile view page and adds to the credibility of Maester, vis-à-vis others who show in the search results, when clients search for Maesters with the desired skill set.

PRM score is calculated for every Maester through a proprietary scorecard developed in house by analyzing user demographic & activity variables using typical data mining technique of logistic regression.

4.1.10 Analytics:

Beyond PRM score, which is primarily a directional view of a user's consulting expertise, data analytics shall be done in areas, including but not limited to, those listed below:

- 
Fraud analytics: To identify callers and Maesters who work in tandem to generate faux calls to enhance user ratings. Fraud analytics also covers people who might act as good users to procure micro credit but have propensity to default. It goes as an input in the application scorecard.
- 
Application scorecard: When a user applies for a P2P loan through peers, his eligibility is judged through credit application score along with his PRM score. The application scorecard is created through logistic regression on observation window and tested through the performance window. The significant variables are judged after carefully seeing the impact of each variable statistically and a cut off score is reached by calculating Gini recursively. Gini is a measure to reduce the number of bads included in the goods at each score.
For example: A sample of users who have a score of 900+ out of total score of 1000, are generally considered good but in such a sample, there are eventually a few bads. The process and benefits of micro credit are explained in the section below.
- 
Collections scorecard: After a borrower misses his payment schedule, he is declared delinquent and collection strategy is applied for him. His collection score is generated using collection scorecard and made available to the lender along with possible steps the company and lender can take to collect money.
- 
Churn propensity prediction: Churn of the users from the platform is unfavourable for every company due to the high acquisition cost already spent, hence the protocol has a strong focus on retaining and rewarding genuine users. Models to assess propensity of users to churn by assessing their demographic and past behavioral data and then comparing it with data of users who have previously churned help reduce forward churn rates.

“Robust analytics models track user engagement, frauds, defaults and ensure healthy churn rate”

4.1.11 Machine learning:

A model monitoring process is in place for all models mentioned above. This process measures the effectiveness of each model on a continuous basis and adjusts the model by altering the weights of variables to ensure the overall effectiveness of each model is retained over time. The model development team also tracks this process to ensure the process works effectively and shall introduce new models as and when required.

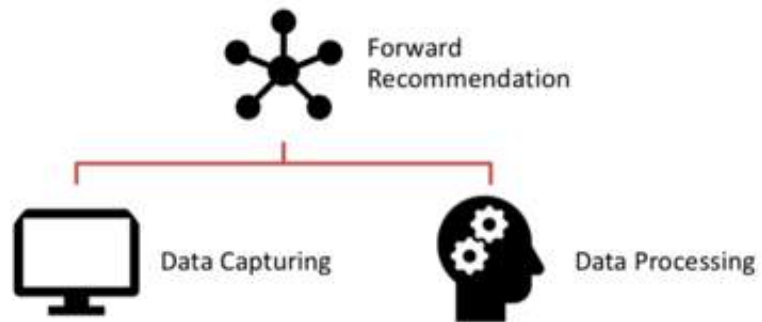
4.1.12 Recommendation Framework:

The recommendation framework has three parts – Forward recommendation and Search recommendation for users and Reverse recommendation for Maesters

“AI based recommendation engine helps enhance user engagement by giving users the right feed of their favorite topics and Maesters.”



Forward Recommendation for Personalization: Using efficient Machine learning algorithms, the protocol delivers contextual recommendations for all users on the platform in real time



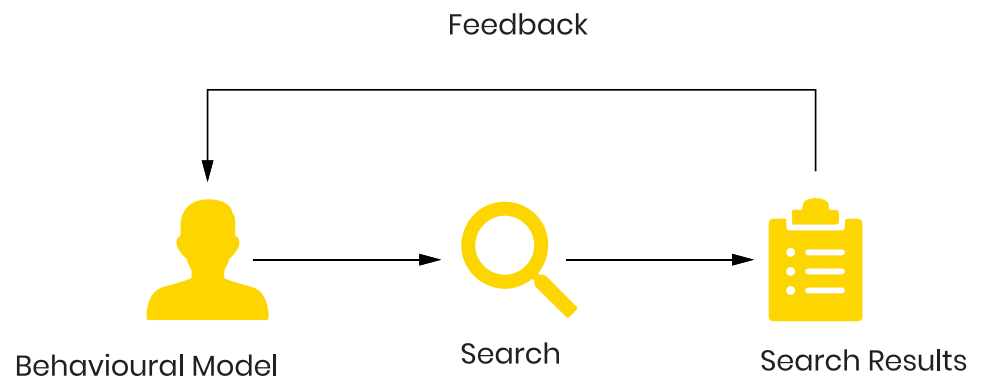
- | | |
|----------------------------|---|
| Offline recommendations – | processes historic data and static characteristics of an asset |
| Nearline recommendations – | processes event data with the generated models from offline recommendation along with dynamic parameters and utility data to generate real time recommendations |
| Online recommendation – | processes queries through a lightweight engine |



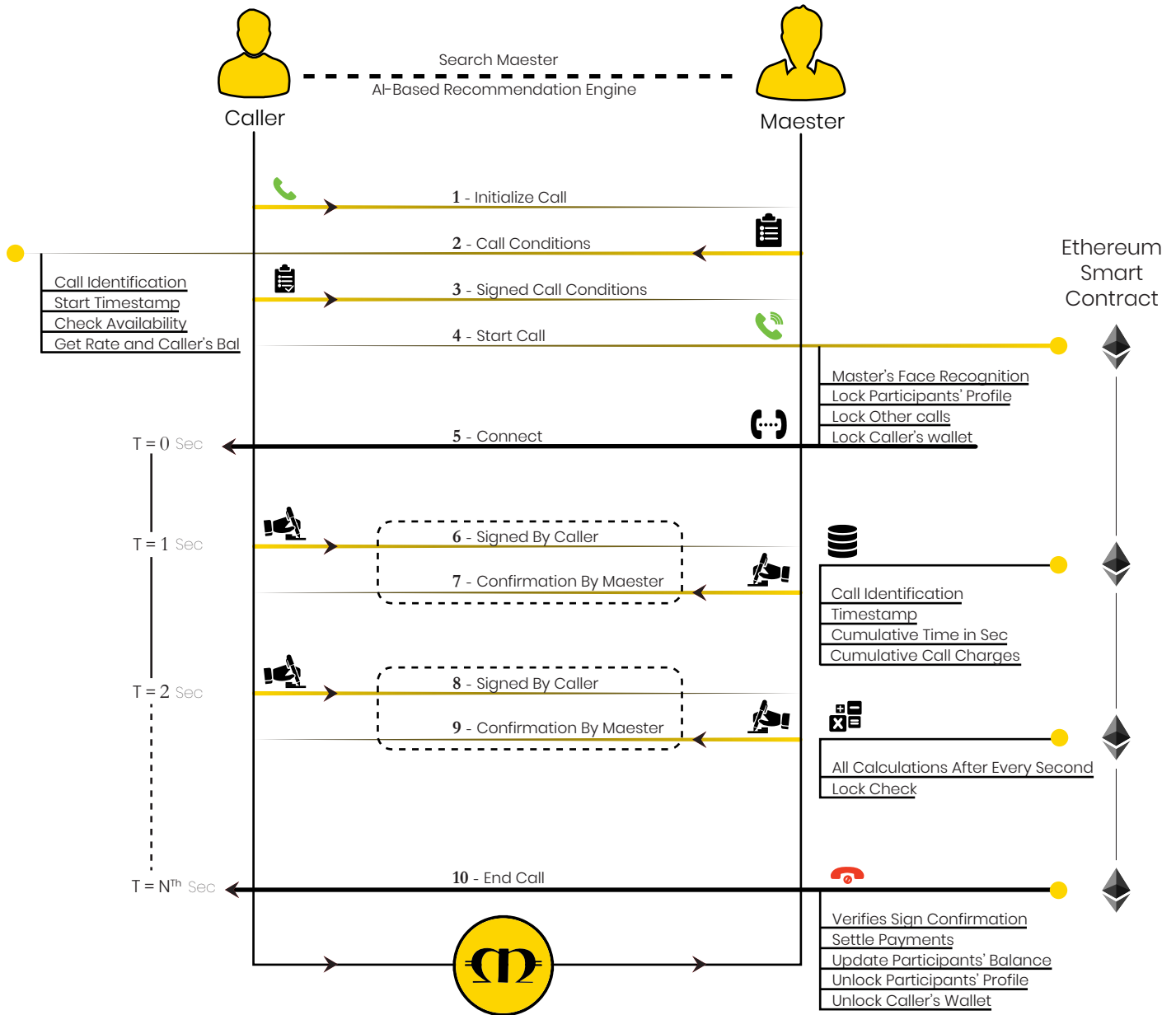
Reverse Recommendation: This provides recommendations to Maesters with user and consumption data on their published content (Assets) thus enabling them get insights to post better and more engaging content as well as perform targeted promotion of their profile or content to increase their reach and clients on the platform.



Behavioral Search: Conventional searches employ on direct database queries whereas the behavioral modeling of users of Maester protocol is backed by neural networks. The protocol creates a behavioral model for each user. The model learns the search patterns and refines the user search results as the user progresses in the platform.



4.2 DATA FLOW BETWEEN MAESTER AND CALLER USING SMART CONTRACT ARCHITECTURE

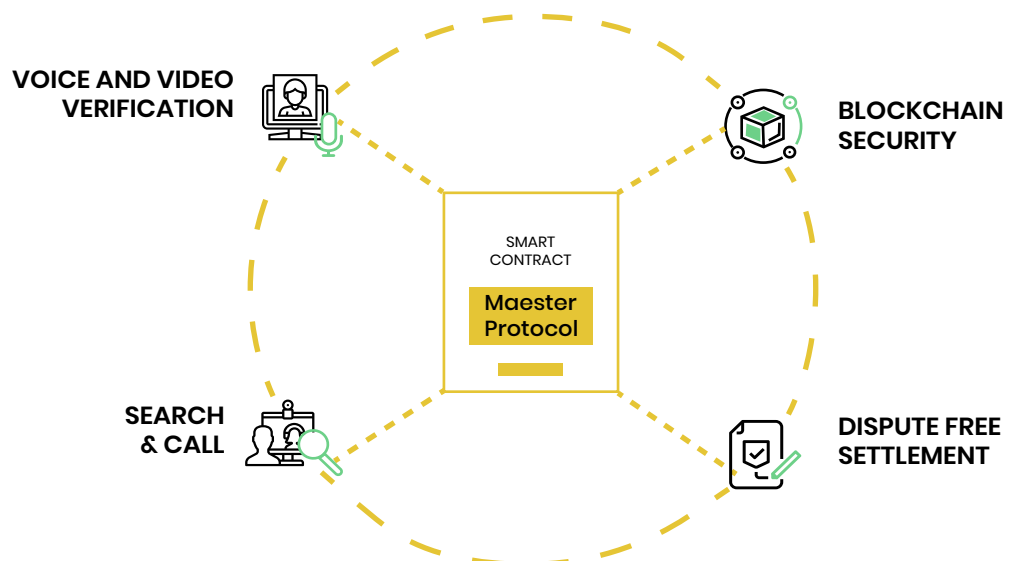


4.3 Why Blockchain?

The Maester Protocol is broken into two parts, On-chain (payments and security) and Off-chain (communication protocols & search engine backend). The USPs of moving a part of the process on blockchain are as follows:

1. Instant and low cost payment: The use of Ethereum blockchain enables faster and cheaper payments as compared to traditional banking or payment gateway methods.
2. Freeze wallet: Smart contract used in the Maester protocol blocks all the money in the caller's wallet once he initiates a call so that he cannot use same money elsewhere. Authorization by both parties' private key happens every second automatically.
3. No financial dispute: When a caller initiates a call, Smart contract on the backend is invoked. It captures callers' & receivers' information such as availability, call rate, wallet balance etc & auto-debits the caller's wallet at the end of call based on call duration. This ensures seamless financial settlement.
4. No legal dispute: Decentralized nature of blockchain ensures security; the data saved on the blockchain cannot be tampered or leaked after the call and no editing is allowed in users' account settings during the call. This ensures a dispute free platform.

“Blockchain ensures no identity theft, seamless cost effective experience and dispute free settlement for professionals and callers.”



4.4 Need for Maester Coin & drawbacks of using existing coins in Maester Platform

Maester Protocol uses only Maester coins and no other cryptocurrency or fiat currency as medium of payment to professionals. The reasons for creating a new utility token and not using an existing coin or token are as listed below:

“

Accepting only MAP tokens in the App will lead to huge demand of MAP since demand = GMV (Total \$ value of all transactions).”

”



Capital expenses of stocking altcoins: Users who don't own Maester Coins already and want to use the platform can purchase the tokens directly from the platform. 50% of total Maester Coin tokens are allocated for retail sales through the platform. Allowing Altcoins for payments, would involve a large capital expense for the company to purchase and stock those coins/tokens in order to enable a seamless experience for new users who are not well versed with trading on exchanges. The users would then have to bear the exchange commission which is at first being paid by the company for stocking altcoins.



Payment delays: Using other coins for consultations may lead to higher transaction times. Validations of cross blockchain transactions can take from a few seconds to hours, thereby making the transaction time unpredictable and causing a worry for the Maester for realizing the payment after his delivery of service



Mismatch in Caller and Maester's currency preference: Caller may have a certain altcoin for payment however the Maester may not want to accept payments in the particular altcoin. Thus to keep a seamless experience for both, we ensure a single currency across the platform.



Market risk: We have to see that the inherent volatility of other Altcoins should not affect the company. If the company was to stock Altcoins to enable new users to purchase it on the platform for consulting payments, there would be a huge market risk attached to it since any movement in the altcoins will affect the capital reserves of the company



Availability: The availability of the other tokens cannot be controlled by the company leading to struggle for the users in availing the allowed tokens.



Benefit for early investors: If the platform allows payments in other currencies along with Maester coins, that would fuel demand for the other currencies and compromise the demand for Maester coins for platform users. Since Maester Coin is the **only currency** used for payments on the platform, it ensures the value of the tokens is closely linked to the growth of the platform and dollar value of call volumes thus providing better gains for early investors. The demand of Maester coins will be proportional to the Gross merchandize value or GMV of the platform.

For example, if on an average only 10,000 calls of 10 minutes each are made through the protocol at a call rate of USD 10 per minute, the monthly GMV would be USD 30 Millions and hence an equivalent amount of Maester coins shall be required in circulation for users to be able to fulfill those payments. The Maester coins callers buy from bulk coin holders/early investors would be equal to the amount they spend on the call. This would fuel the demand of Maester coins as and soon as the application goes live.

5. Maester Protocol Usage

5.1. FEATURES

Maester Protocol is built for quick consulting & payments through the Maester platform and increasing earning opportunity for the professionals at flexible times. Highlights of the platform are mentioned as under :

“Users can search for professionals quickly by skill set, experience, name, language, special keywords or by simply typing a question.”



Profile: Users can post blogs, pictures and videos on their profiles showcasing their skills or knowledge about the subject to establish thought leadership. This is called Professional Reputation Management or PRM. Users can register using login credentials of their social platforms such as LinkedIn, Instagram etc and import profile information and content from existing social platforms, other information like schedule, rate per minute etc can be updated on the platform at any time.



Search: Users can search for professionals by name, skill set, experience, language, special keywords or simply type a question and the AI based engine suggests relevant professionals in the search results along with options to sort and filter by rate per minute, availability etc.



Chat and Calls: Chat, Voice call and Video call options with different per minute rates set by the Maester for his time. He can also schedule time slots and days for accepting consulting calls. Voice and video calls to Maesters are paid services while chatting is free, typically used for Sales and after sales support by Maesters.



Rating and Reviews: Callers can rate and review the Maesters at the end of the call. This information is useful for future callers in judging the credibility of Maester in correlation with PRM score. For a new Maester, PRM score can be used as an indicative measure of his credibility.



Premium Content & E-learning: Maesters has the option of marking their content as free or paid, thus enabling them to monetize premium content. Users can consume premium content by making payments through their Maester Coin wallet through an intuitive UI. This allows Maesters to create e-learning modules on the platform thus reaching out to multiple users and creating a parallel revenue stream apart from personal consultations. For users, it allows them to learn directly from top subject matter experts through structured courses being paid for in Maester Coins and having a post-lesson Q&A with the Maester directly through the platform. This feature shall be particularly useful for teachers, motivational speakers etc.



Payments: The paid consulting calls are bound by smart contract ensuring automatic settlement at the end of call. Further, through the chat window, users can 'Send Money' or 'Request Money' to their professional and personal contacts for documents or services.



Own Landing page for easy marketing solution: The Maester can post his platform profile link on all major social networks to allow their followers on these platform to connect with them directly. Their followers, can just click on the link, do a One-minute setup, deposit coins and start talking. This enables the Maesters to earn more by marketing themselves to their existing followers anywhere and monetize their following with the help of Maester Protocol.



One Stop Communication App(Personal and Professional Use): Apart from using the App for talking to professionals and paying them for their services, users can also link their phonebook contacts to the App much like WhatsApp and can enjoy uninterrupted free messaging, voice & video calling and P2P payments with their personal contacts, getting the same user experience and security as for paid calls. The user can easily hop between the free and paid tabs available on calls and chat screens. This makes the Maester Protocol app a **One Stop** communication app for personal and professional use and lets users avoid using multiple apps on his phone.

5.2 PEER TO PEER LENDING

The user journey for on-demand consulting through the Maester Protocol follows a pre-paid model i.e., the user needs to have sufficient coins in his wallet to initiate a paid call on the platform. The minimum balance required to initiate a paid call should be enough to last at least a 1 min call to the desired professional else the call cannot be initiated.

However, for highly engaged users, Maester Protocol shall provide a facility to avail a micro-credit line, similar to the Postpaid model commonly used in Telecom industry, to enable them to make urgent paid calls that can be availed in emergencies by taking micro-loans from other users who are willing to lend their Maester coins in lieu of an interest.

Key highlights of Peer to Peer Micro lending facility:



Care: We care for our users and believe that no user should be restricted from using the platform for lack of Maester coins. Micro credits will be highly useful for emergencies like first aid queries in healthcare or machine breakdown in a factory and also for low income but genuine users like farmers and single mothers who already have a lot to figure out.



Credit conditions: Daily credit limit for each user depends on their past engagement in the app. Credit limit for users increases with their aging on the platform and their application score. The maximum credit limit for any user cannot exceed USD 100. Interest on the credit is incurred on a daily basis.



Process of lending: Potential lenders can turn ON the option of lending in their profile settings and mention the minimum credit application score they would want for the borrower to have and the number of Maester Coins they want to allocate for lending along with other prerequisites. Once a user raises a borrowing request, the system automatically matches lenders with the borrowers who are eligible to lend to the borrower basis the application score cutoff and other parameters they have preset. Maximum amount lent to any single borrower is not more than 2% of the total lending amount allocated by the lender. This ensures each lender lends to multiple borrowers thus reducing the overall credit risk on the loan amount. Borrower – Lender matching is done automatically by the system thus ensuring almost zero latency in credit approval. The lending process is completed when the borrower accepts the credit by signing through their private key and implemented through smart contract.



Benefit for lenders: There is no limit to the number of micro credits any lender can give. Low value – high frequency lending, as it is in Maester Protocol, has been observed to have low default rate historically. The stickiness of the user to the platform and his credibility is judged through his PRM score, which goes as an input to the credit application scorecard. For early investors, this makes for a good business model as they shall purchase the tokens at low cost during the ICO and if they hold their tokens, they can benefit from both, the price rise over time & P2P lending after the product launch.

6. Possible Use Cases

“Anyone can be a Maester and earn more with Maester Protocol. A Maester can simply turn ON his availability when free and turn OFF when busy”

Maester Protocol's vision is to provide an ecosystem for seamless transfer of knowledge across people from all industries. The sheer ease of usage makes it a go-to platform for people engaged in formal as well as informal sectors.

1. **Business consultant:** Consultants can be called on-demand for problem solving or queries on any industry subject thus reducing manpower cost for the business.
2. **Agriculture:** A farmer in a village can choose the best pesticide for his new crop by talking to a pest control professional.
3. **Celebrity/Model:** A celebrity or model can earn over video call with a fan, without sharing personal details.
4. **Chef:** Learn new recipes from an experienced chef's anywhere in the world.
5. **Tele-Medicine:** A patient in San Francisco can discuss his case of depression with a popular Psychiatrist in New York.
6. **Travel consultant:** Frequent travelers can share personal experiences about popular places, restaurants etc & get paid.
7. **E-Teaching:** Video calling can help schools to get students trained in special topics by hiring ad-hoc teachers.
8. **Financial consultant:** Investing savings can be stress free with personalized, unbiased advice.
9. **Fitness trainer:** Health freaks can learn correct postures of exercises or yoga to get good results of training.
10. **Architect:** Hire an architect and discuss the best layout for your home without having to visit their office.
11. **Spiritual Guru:** Search from thousands of Gurus and life coaches, take advice on art of living and the best way to lead a happy life.
12. **Interior designer:** Designing a house can be fun and economical with professional interior designers available to guide over a video call.
13. **Web concert:** Performers can broadcast their concert through the platform and allow millions to watch them without being limited by stadium capacity or ticket availability.
14. **Fashion stylist:** Revive your fashion and take styling tips from professionals from global fashion hubs without spending a fortune.
15. **Accountant:** Get your finances audited anytime without worrying about hiring a full time accountant.
16. **Dancer:** Earn through your dancing skills by training dance enthusiasts across the world.









17. **Singer:** Listen to or learn from your favorite singers located anywhere at their convenience from the comfort of your home.
18. **Career counseling:** Corporate employees can take mentoring from seniors in the same industry before making career moves.
19. **Education counseling:** Students can take informed decisions for higher studies by speaking to alumni from the desired institutes.
20. **Personal Use:** Chat, call and send money to your friends. Use just one application for personal and professional communications.



7. Business Model:

7.1. Revenue Streams

Multiple revenue streams ensure a robust and sustainable business model. The Maester Protocol would initially build the below mentioned revenue streams to cover the cost of operations and gradually scale up:

-  Transaction fee of 0.5% on every payment made for paid calls
-  Transaction fee of 0.5% on In-app payments done for unlocking documents, images, videos and other products or services
-  Paid promotions by professionals to acquire clients
-  Subscription fees, suitable for high frequency callers
-  Earnings as a percentage of interest earned on micro credits
-  Affiliate revenue from sites and Apps who get traffic from Maester App
-  Fee for premium services like call recording, group calls, scheduling etc
-  Transaction fee of 0.5% on Social commerce payments

7.2. GO-TO MARKET STRATEGY







With regards to use cases, we shall target typical industries which have high demand and need for the digital consultations. Collaborations with member associations and organizations in these industries will help the platform acquire Maesters in bulk. Acquiring top influencers in these industries shall help acquire their followers organically. Further the platform shall use network effect in order to acquire organic users on the platform thus ensuring a lower customer acquisition cost.

Maester Protocol shall be available to use for developer to easily integrate SDKs with their existing apps so that other applications can use the protocol to give their users a seamless consulting experience powered by Maester Protocol. We shall target to integrate the Maester Protocol with existing platforms who have a large number of users, where in, if the user happens to search for and view a celebrity or an influencer (on say Instagram for now), he would see an option to talk to the celebrity through Maester Protocol's plug-in thus increasing customer acquisition.

This approach would ensure low cost, bulk user acquisition enabling a win-win situation for the company and the professionals/affiliates associated and therefore this lean approach shall be used extensively by the company in comparison to other standard paid marketing methods like advertisements. We shall also engage in strategic alliances with mid-to-small consulting companies to use our platform for their consulting assignments and shall engage with agencies such as talent management to acquire reputed influencers for the platform.

Additionally, the company shall use the regular marketing channels to acquire users for the platform such as,

“With just 10,000 calls per day at an average bill of \$100, every month \$ 30 Mil worth of Maester coins will be required in circulation.”





-  Social media, for brand building and engagement
-  Video Ads
-  Public Relations, to drive awareness and establish differentiation from competition
-  Bulk mailing, with deep linked content
-  App store and play store search optimization and conversation optimization
-  Influencer marketing

7.3. Geographical expansion plan in view of marketing spends

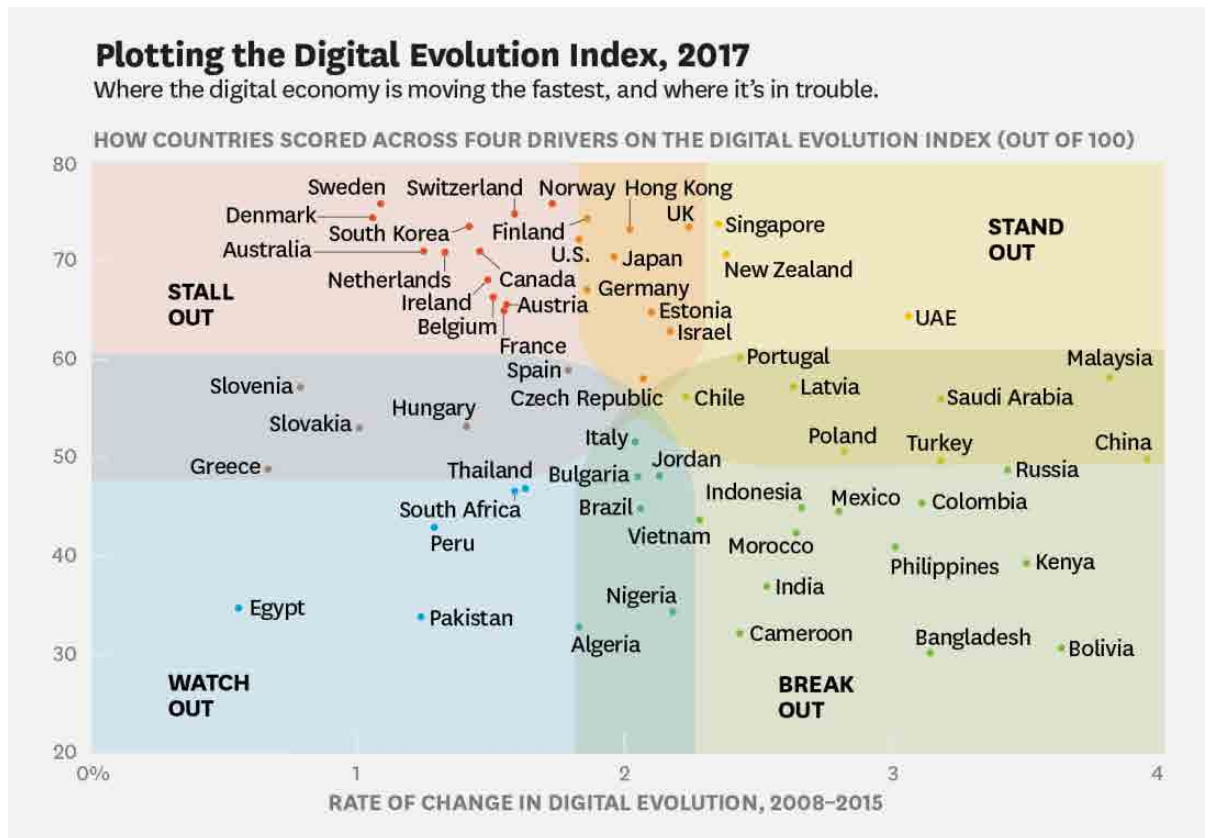
Anybody across the globe can download the Maester application and start using it after commercial market launch.

The promotion budget will however be spend in a phased manner, educating users about the features of Maester App in all the geographies in five phases. In the first phase, the marketing efforts would be concentrated to increase adoption in the Indian market.

Determination of other four phases for the rest of the geographies would be decided on the basis of research for the then current state of digitalization and momentum of digitalization, recursively determined. As per the currently available studies, the major countries across the world have been divided into four zones as stated below. Similar analysis would be taken into consideration at the stage of expansion along with the Maester App's market acceptance status and budgetary limitations.

-  **Stall Out:** Countries with a high state of digital advancement while exhibiting slowing momentum.
-  **Stand Out:** Countries which have shown high digital advancement and those that exhibit high momentum.
-  **Watch Out:** Countries which are facing a number of challenges due to low state of digitalization and low momentum.
-  **Break Out:** Countries having a low state of digitalization but are rapidly evolving.

Similarly alliances and integrations with other on-demand services like on-demand restaurant table booking, hotel booking, musical instrument purchase, fitness equipments, influencers' event ticket booking, food delivery and many more will enable users to get a seamless end-to-end on-demand experience. All of these services would fetch affiliate revenue for the company and give an unparalleled experience for the user.



8. Future Plan:

8.1 Social Commerce

The Maester platform will be able to provide a one stop on-demand consulting solution by facilitating easy transfer of knowledge between people across the globe through seamless search, calling and payments. However, there are other use cases for which users can leverage the platform in future.

One such use that we plan to introduce in future, based on number of users, is social commerce. The highlights of social commerce are mentioned below:



The individuals who intend to sell their goods and services can use the platform as a virtual store and can accept quick payment using Maester coins on proof of delivery. Based on their quality and service, user can rate and review the product



This feature will be particularly helpful for women and small businesses who often try to sell home-made products and successfully sell products through Facebook pages and WhatsApp but struggle to collect payments. Now, they would be able to showcase their product easily in the store section of their profile, promote it using Maester coins to acquire users on the platform as well as send links to their friends, groups and pages on WhatsApp, Facebook or Instagram whom they want to target. Maester Protocol would provide a seamless selling and buying experience to users thereby fostering self employment and self reliance.



Deliveries in social commerce are generally handled by the seller in the current market scenario, however, logistic partners across the globe will be integrated in the store to help in the delivery of goods across geographies. The payment of logistic partner and the seller will be handled through smart contract to ensure no conflict arises on proof of delivery.

8.2 Ancillary services

Maester Protocol would further target potential revenue opportunities in next phase by integrating various service providers who can provide ancillary services to the users on the platform thus making the Maester platform an end-to-end on-demand solution.

Use case: A caller completes his consultation call with a doctor; he might need home delivery of medicines, home collection of samples or booking with a pathology lab for tests. We shall integrate APIs of pathology lab booking and medical supplies delivery companies to help user fulfill his needs post the doctor's consultation on the platform itself so he gets everything he needs, on-demand. The fulfillment of the order is done by the affiliate service provider.

9. Allocation of Funds:



Technology cost: This head covers cost of software development, testing as well as maintenance of, including but not limited to, Maester Protocol, Mobile applications, Desktop applications, backend Smart Contract and payment solution. The head also covers any cost incurred for ad-hoc work done by external consultants for audits. Infrastructure required for voice and video calling will be developed to ensure 24*7*365 system performance and no downtime as we clearly understand that the Maesters and knowledge seekers can be from all the time zones across the globe. Cost of technology service provider for services-such as face recognition protocol etc are also part of technology cost.



Sales and Marketing: The Go-to market strategy as explained in the section above would require funds to acquire influencers and users quickly and this activity would be funded from sales and marketing budget. Analytics team shall also be a part of marketing team and work closely to provide valuable inputs on the effectiveness of acquisition channels, segmentation of customers and strategies to control churn and frauds.



Legal, compliance and accounting: To get full value of Maester Protocol's global utility, the company intends to partner with local payments solution providers. This would need us to comply by the legal and financial framework of each country. Accounting costs are provisioned for maintaining books, documentation, logs of all the financial statements and settlement with banks.



Security: It is one of the most important aspects of the project. Security guidelines will include, but will not be limited to, performing internal compliance checks, regular monitoring of effectiveness of checks, eliminating one-point access to the running of data algorithms and stored assets, ensuring the integrity of data sources, performing a third-party audit, fulfilling of background checks for the business partners on need basis as well as regular up-gradation of the security system. This would include understanding and using the best practices of the prevailing and latest industry norms and data security standards. We, at Maester Protocol, will take responsibility of the tokens harvested with the platform by the users for future use in consulting over the platform.



Promotions: Targeted promotional campaigns are planned for user engagement and enhancing brand recall. Promotional budget would be strategically used phase wise as per the need in each geography and the user demographic mix. The promotions would also be done to increase customer frequency on the application and establishing Maester App as the high-engagement one-stop application for all communications, professional and personal.

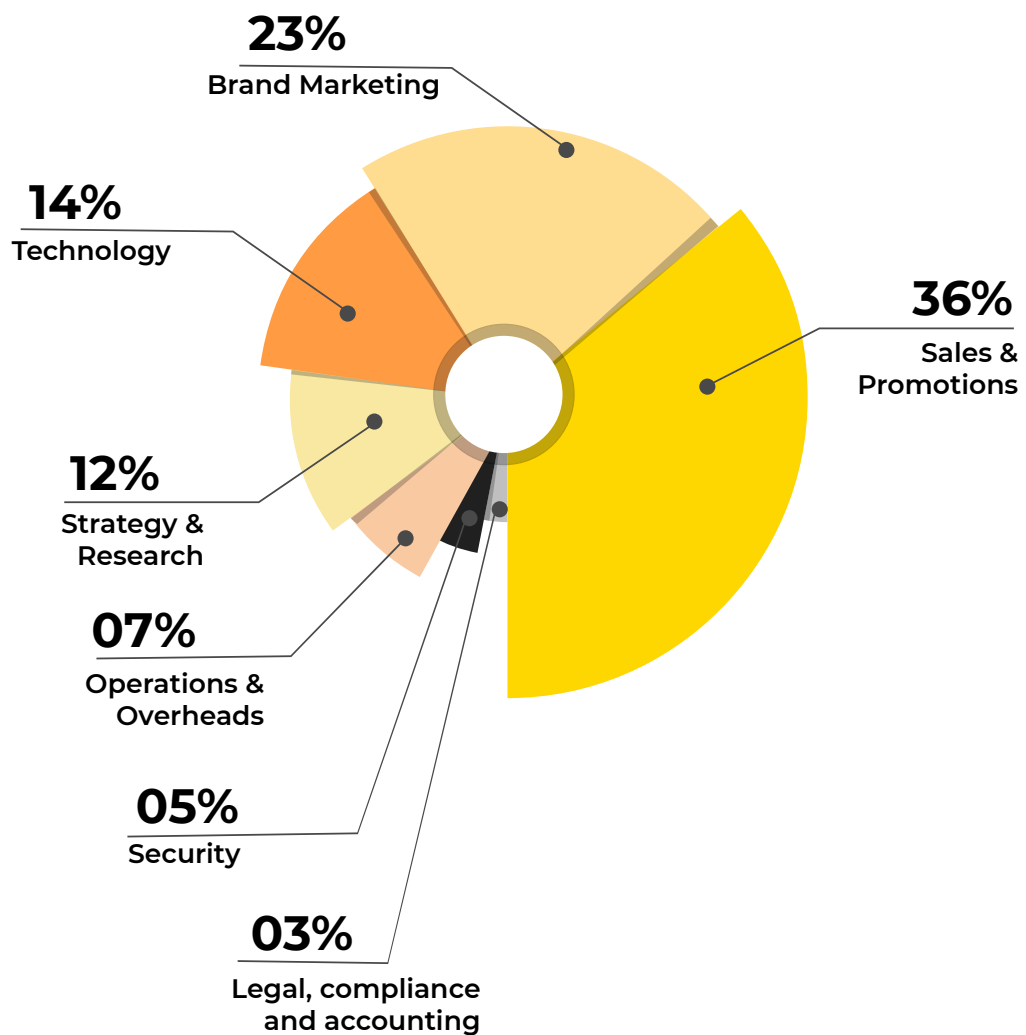


Operations & overheads: This includes expenses incurred on real estate, travel, support functions like HR and other operations. Any unforeseen overheads will be covered from funds allocated to this team. A 24*7 backend support function shall be set up to handle users' queries and technology related issues.



Strategy & research: This team will track all the verticals of the company and strategize for future growth and streamlining of existing processes. Here, we will also work on product research in terms of technology and operations with a long term view on what we should do and not do to establish leadership in the on-demand digital consulting space.

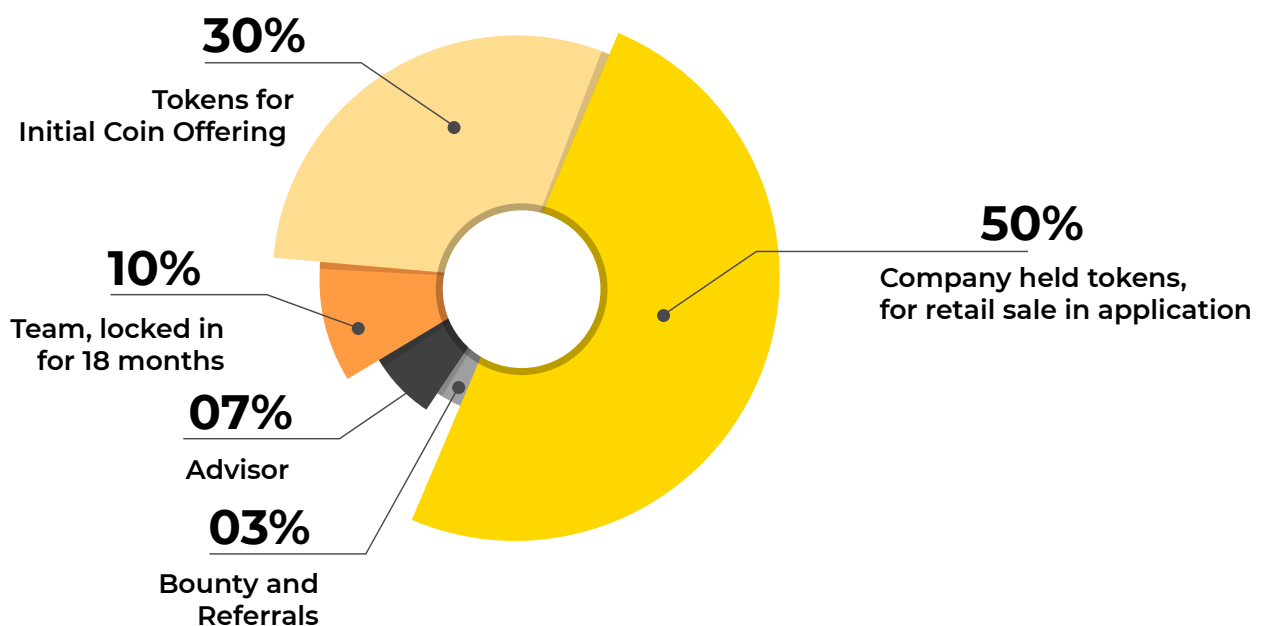
Funds utilization plan:



10. Token Economics

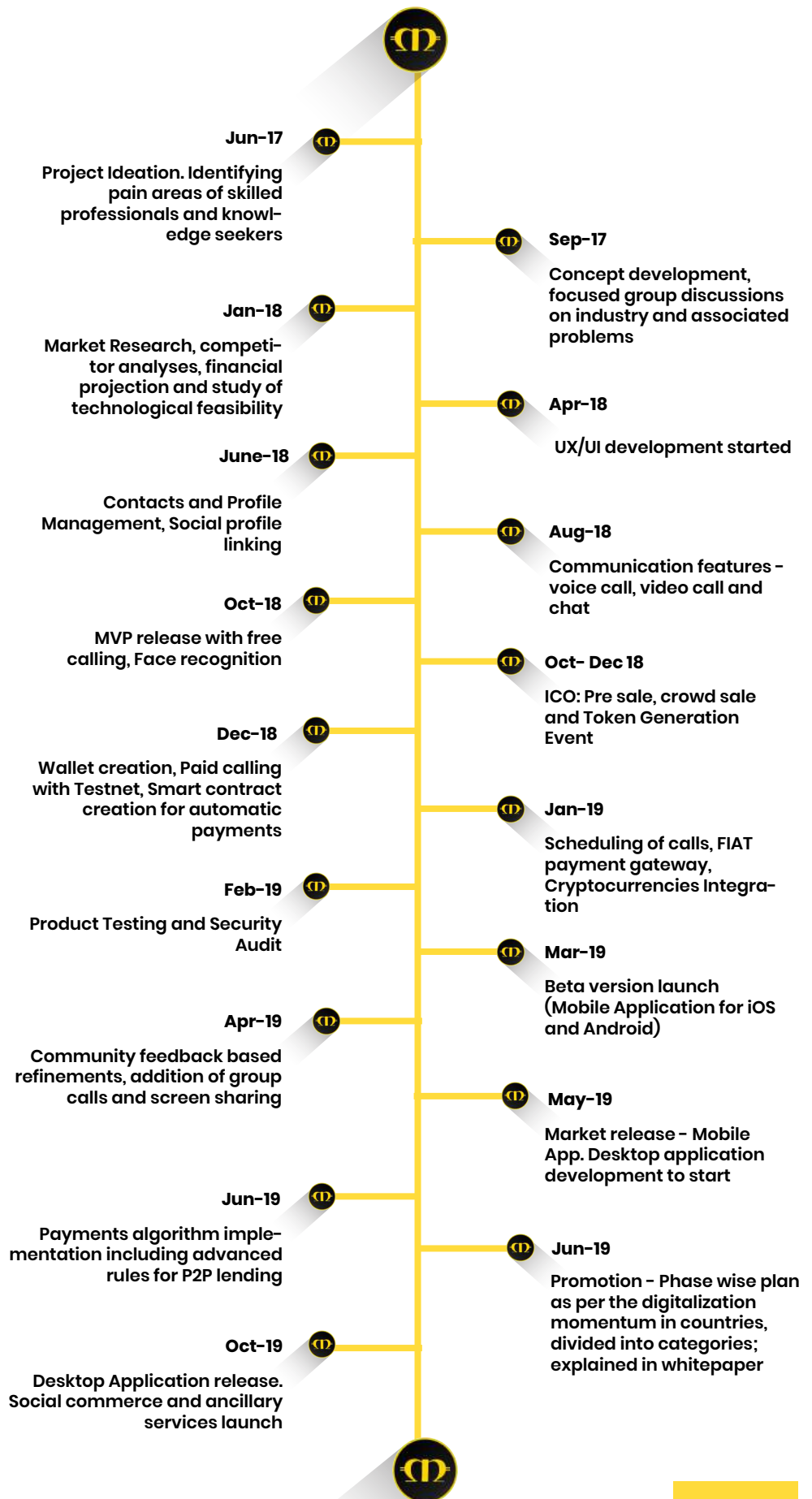
“Investor friendly token economics shall ensure value and growth for early investors.”

Total Token Supply	1000 Million Maester Coin (MAP)
Tokens for ICO - Private sale, presale and crowdsale	30% - 300 Million. Unsold tokens to be sold directly to the retail app users for their consulting needs against Fiat or cryptocurrencies, after commercial market launch.
Company held tokens, for use in retail sales	50% - 500 Million. These tokens will be sold directly to retail app users for their consulting needs against Fiat or cryptocurrencies after commercial market launch.
Team	10% - 100 Million. Team members' tokens will be locked in for at least a period of 18 months or till commercial market launch, whichever is later.
Advisors	7% - 70 Million. Advisors will be allocated 7% of total token supply over due course of time.
Referrals, Bounty and Exclusive support campaigns	3% - 30 Million. 3% of total tokens will be given for referrals, bounty and exclusive support campaigns. These stakes will be distributed post ICO.



11. Roadmap

“Detailed and well thought through milestones will ensure timely deliveries and go to market.”



12. Team

The leadership of Maester Protocol has hands-on global professional experience in building world class technology companies. The core team has worked in relevant industries such as On-demand economy, enhancing employability and skill development, data analytics and building strategic partnerships, making the team a perfect recipe for success.



Rohit Chadda

Co-founder



Rishi Shukla

Co-founder

A serial entrepreneur with a proven track record of building global technology ventures and a key contributor to the growth of the on-demand economy. He was a co-founder of foodpanda (acquired by Delivery Hero), one of the largest on-demand food delivery companies in the world. Previously, an investment banker with Merrill Lynch London (now Bank of America Merrill Lynch) he has global markets experience in origination, structuring, sales trading and capital markets. An angel investor and mentor, he is working actively with startups on various applications of blockchain technology.

An entrepreneur with 13+ yrs of experience in implementing social impact projects, skill development of 38k rural students & a government of India funded unique identity program with 1 billion enrolments. He has nurtured the spirit of entrepreneurship in rural India by imparting entrepreneurial skills in unemployed people to make them self-employed. It was during this process that he identified the problem we are solving. Earlier, Rishi also worked as predictive modeller in data analytics teams for global companies like HSBC, GE Capital and Evalueserve.

“The core team has worked in relevant industries with a proven track record of success!”



Davide Malimpensa

Data Scientist

A big data scientist with over 16 years of global experience in data mining and analytics projects for Fortune 500 clients like Wells Fargo, British Telecom among others and also has rich experience of working in the outsourcing environment at Evalueserve. He is the Regional COO - North Italy Area for International Chamber of Commerce Italy-Eurasia. With Master's Degree in Analysis & Evaluation of Complex Systems, Davide has special expertise in analyzing customer behavior by creating models as used in Fraud Analytics, Credit applications and Churn propensity prediction.



Venkat Rami Reddy

Chief Technology Officer

Enterprise architect of the first BTC exchange in India, Venkat was instrumental in introducing India to cryptocurrencies which has now evolved to the extent that India contributes to over 10% of the global trading volume of bitcoin. He has over 11 years of software development experience including 5 years in blockchain technology, crypto-exchange and token distribution platform security. Venkat is a hands-on full stack senior developer and being an early adopter, he is well versed with the latest developments in the blockchain space.



Michel Martin

Partnerships &
Business Development

A versatile professional with stellar credentials and diverse experience working across the globe with Fortune 500 companies like Samsung in Korea and EvaluaServe in India as well as entrepreneurial organisations like Popwork (Halisol Groupe) in Luxembourg. Comfortable living through the intricacies of a flexible and on-demand lifestyle, he has been a strong cryptocurrency enthusiast for a while and has advised multiple blockchain startups.



Cristina Tamas

Head, PR

Global PR professional with over 13 yrs of experience in corporate communication and content, her Multilingual disposition has enabled her to extend the PR reach of brands globally and contributed passionately to the PR and marketing teams at Amazon and EvaluaServe. She has a strong experience of working in On-demand economy and has successfully handled multiple targeted marketing campaigns focusing on new customer acquisition.



Ashish Sharma

Product Head

With 17 years of rich experience in development of technology products, Ashish leads the product team and all interaction with the service providers.



Rahul Hans

Project Management Officer

Rahul is responsible for gathering requirements from all the teams internally, resolving operational bottlenecks and ensuring timelines are met.



Pankaj Nath

Marketing Director

Pankaj is responsible for the promotion strategy of the product in different geographies as per the phase wise expansion plan and project budgeting.



Nidhi Pandey

Manager Analytics

Nidhi is a seasoned analytics professional, specialized in building models for customer engagement, retention and churn forecasting.



Amit Chhabra

Lead - Mobile Apps

Amit has over 9 years of hands-on experience in development of mobile apps and leads the app development team for Maester Protocol.



Gaurav Narula

Full Stack Developer



Abhishek Sharma

Creative Head



Neha Chhabra

Senior Quality Analyst



Sahaj Sai

Bounty Manager



Abhishek Dabas

Community Manager



Shivank Mishra

Community Manager

Advisors



Karan Arora

Global Government Relations,
Visa



Preetam Rao

Blockchain Advisor



Kartik Mandaville

CEO, Springrole -
Blockchain based
Verification Protocol



Aakar Arora

International Business Consultant,
EY



Akshay Babber

Territory Head,
ex-MakeMyTrip.com;
On-demand Travel



Nishat Mongia

VP, Printvenue.com;
On-demand Gifting



Dr Hardik Thakker

Country Head,
Hysto Expert Digital Services



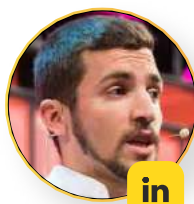
Parul Seth

Tax consultant,
KPMG



Suraj Joshi

Film Director



Wael Al Masri

Technology Entrepreneur;
Space Mechanobiology



Suyesha Savant

Journalist & Anchor,
ex-CNBC



Urmila Thakkar

Choreographer,
Dancing with the Stars
(India edition)



Mohit Wankhede

COO, Unit Head;
Healthcare Management



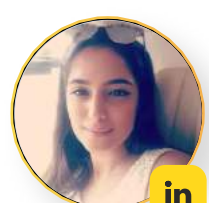
Abhishek Khanna

Food & Lifestyle
Photographer



Ishita Sharma

Actress



Amreen Khuran

SVP, Talent Management
& Sports Marketing



Uttara Dhanjal

Yoga Practitioner & Guide



Deepti Dyondi

Zumba instructor



Dr Amarjeet Singh

Physiotherapist; Business Head,
Apollo Clinics



Nilesh Sharma

Voice Over Artist



Dr Sandeep Porwal

Pathology Medicine Expert



Anisha Tolani

Media Professional,
FirstPost.com



Sneha Kalbag

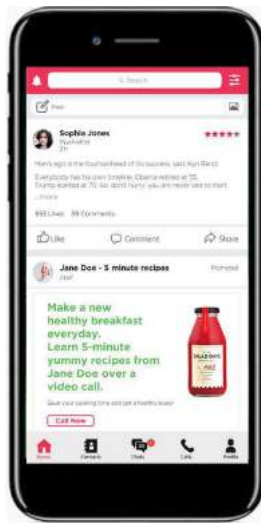
Founder Director,
Event Managementt



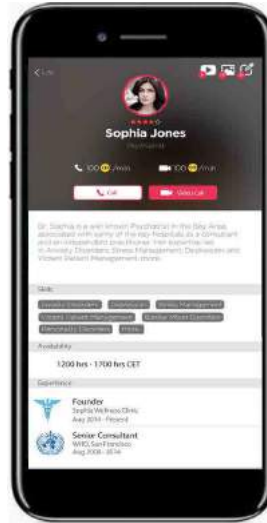
Brijesh Kumar Patel

CEO, Travel Advisor

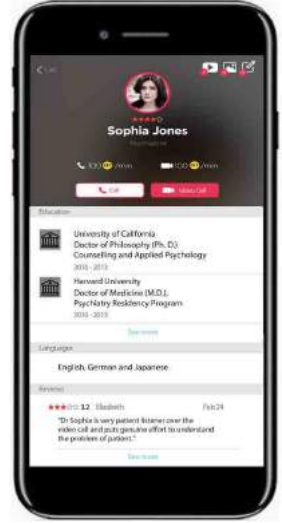
13. Minimum Viable Product (MVP)



1 Home Feed



2 Maester Profile - Caller Perspective



3 Maester Profile - Caller Perspective_Scrolled Down



4 Voice Calling - Caller Perspective



5 During Voice Calling - Caller Perspective



6 End of Voice Calling - Caller Perspective



7

End of Voice Calling – Maester Perspective



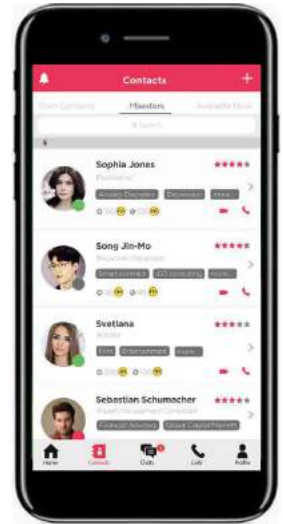
8

During Video Calling – Caller Perspective



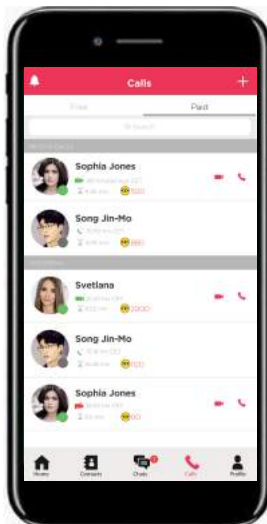
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During Video Calling – Maester Perspective



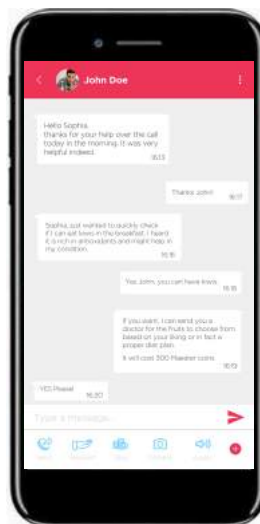
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Contacts List



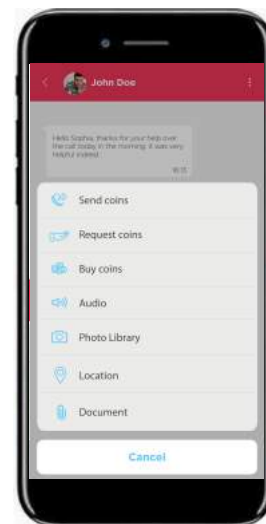
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Call History



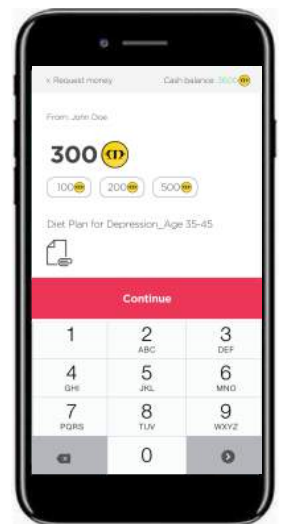
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Chat Screen – Maester Perspective



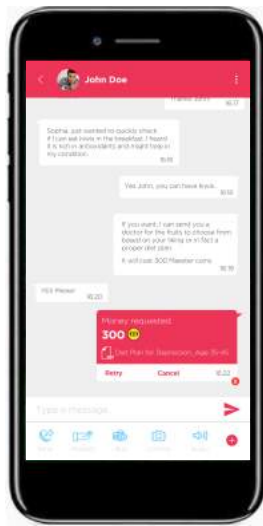
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Chat Option – Maester Perspective



14

Request Money For Document Shared



15 Money Request As Seen In Chat Window - Maester Perspective



16 Profile Setting