



**Lanceria**<sup>TM</sup>

**FREELANCING POWERED BY BLOCKCHAIN TECHNOLOGY**

# EXECUTIVE SUMMARY

We are at the beginning of a **major turning point in the evolution of work**. Professionals, mostly GenZ and Millennials, are shifting to a high degree to remote and freelance work.

**Modern freelancing activities take place on freelance platforms**, which are online marketplaces that connect businesses with freelance professionals all over the world.

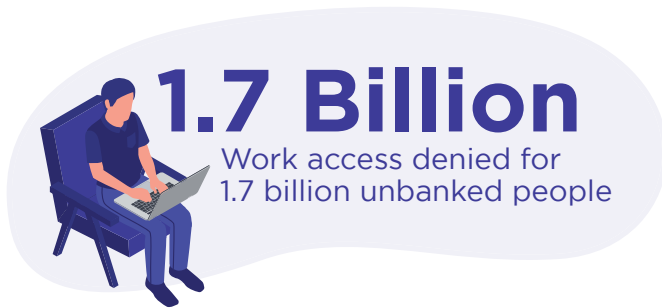
Lanceria is **disrupting the industry** by providing a **decentralized platform** for freelancers, using **blockchain technology, Metaverse** and **NFTs**, and offering a secure and immersive experience of interaction between people.



# CHALLENGES

## FREELANCERS CURRENT CHALLENGES:

- Finding high-quality work
- High platform commissions
- Get paid on time
- Get expertly matched
- Unbanked freelancers, need a banking card for payment



## EMPLOYERS CURRENT CHALLENGES :

- Hiring top talent is expensive
- Vetting freelancers and talent is time-consuming (Unverified users)
- Difficult to find talent you can count on
- Lack of support and mentoring

# OUR SOLUTIONS

**For Freelancers:** Zero fees and membership costs so freelancers keep 100% of what they earn.

**For Companies:** Protect the budget. Agencies mark up talent with 60-70%. At Lanceria we charge a flat 4% in crypto or 8% in Fiat.

**Smart contracts:** blockchain technology and smart contracts to foster trust between sellers and buyers and work as their employment agreements.

**On-chain Escrow for settlements:** Freelancers have the guarantee of payment for their services, while the Employer's funds are safely stored in the smart contract until the Freelancer produces the expected work.

**User & Portfolio verification** – reliable biometric KYC mechanism.

**Matchmaking:** Matching skills and reputation with requirements, with Machine learning.

**Transparency:** By implementing an automated dispute system and reputation stored on the blockchain.

**Affiliate program:** We scale earning opportunities by enabling users to earn 20% of escrowed jobs their affiliates make through the platform.

**Exclusive training,** mentorship, learn-to-earn, on-chain credentials and community rewards for activities, reputation and accomplishments.

**Medical** and retirement plans.

**Dedicated Metaverse** for professionals.

# TECHNOLOGY

Lanceria is an ever-expanding ecosystem of interconnected freelancers and services, built for a decentralized future.

Our **Decentralized App (Dapp)** is developed using Smart Contract technology:

- Decentralized ledger technology (partnership with Chainlink and LinkPool)
- Smart contracts for consensus rules
- Decentralized oracle networks
- Verified identity: KYC

We disrupt the industry by using **decentralization for payment** and **identity verification**.

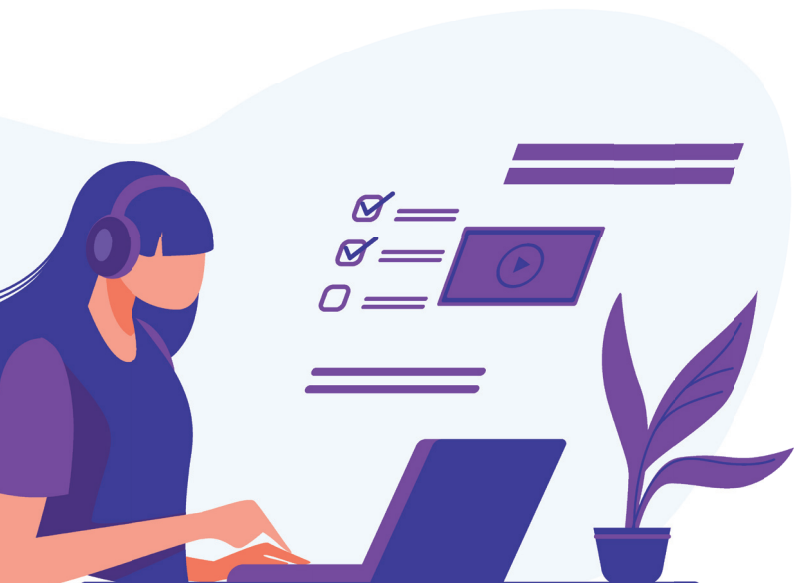
**Smart contracts** cut the middleman. Also, one can use a **digital wallet** if preferred to a credit card.

Lanceria is the **Metaverse for freelancers** offering an Extended Reality environment where freelancers and clients can join the comfort of shared experience of working in the same space, while embracing the benefits of remote work.

A **standardized open API** will allow verified users to connect to an immersive virtual work environment

Content creators will be able to create, advertise and sell unique items as **NFTs**, creating a vibrant internal marketplace

Allow to **integrate other projects and to trade assets from other projects**.



LANCERIA Search portfolios About Learn Metaverse NFT Marketplace

Search items

Main area of work Subdomain of work Budget Delivery time

Top talent

**Courtney Henry** Timisoara, Romania 21 portfolios

**Devon Lane** Berlin, Germany 8 portfolios

**Floyd Miles** Paris, France 38 portfolios

Latest portfolios added

**High quality jewelry 3dm stl jcd files** Starting at \$544 344 LANC

**UI/UX works 2021** Starting at \$200 512 LANC

**Certified youtube video promotions** Starting at \$76.06 334 LANC

LANCERIA

# Welcome to Lanceria 🙌

Sign up to get access to premium freelancing services.

Email  
your\_email@mail.com

Password  
awesomepassword123

Re-type password  
awesomepassword123

Sign up

or

Continue with Google

Already have an account? [Log in](#)

By signing up, you agree to the [Terms of service](#) and [Privacy Policy](#)

## No commissions for freelancers, low commissions for employers

Whether you wish to buy or sell services, fees are no longer in your way. With Lanceria, you have absolutely no commission as a freelancers and extremely low commissions for employers.

LANCERIA Search portfolios About Learn Metaverse NFT Marketplace

George Popescu Bucharest, Romania

Hire for a job

Graphic designer focusing on UI/UX design with 12 years of experience. Also capable of writing work. Tools used: Figma, Adobe Illustrator, Photoshop, After Effects and more.

UI/UX works 2021

I worked with the Director of Product to develop Yooth's app ahead of the American MedSpa Trade Show in Las Vegas the first time.

Starting at \$200 2,476 LANC with delivery in 5 days

Finance App Light Color scheme Airport e

Nature - Store

Finan schen

# SCALING STRATEGY



## THE LAUNCHING POINT IS THE ROMANIAN MARKET:

Currently active 1.2mio freelancers - 36% in IT, 29% in Marketing and Creative services, 19% in Financial Sector and 16% in Other segments.

The digital economy will grow 3.5 times to ~ EUR 52 billion in 2030 vs. EUR 14.8billion in 2021. ICT and Digital Commerce being the main growth drivers, according to the new McKinsey & Company report titled Digital Challengers on the Next Frontier;

Digital Commerce penetration in Romania would need to increase by almost half to reach the level of the Digital Frontrunners (23%), and double to reach global leaders like the UK or China (~30%).

## STRATEGY IN A NUTSHELL::

Attracting Freelancers and Customers undertaking specific digital marketing strategies for the freelancing platform.

**Stages of adoption** - land and expand

**First Wave** - home markets

**Second Wave** - established markets

**Third Wave** - global, especially the unbanked freelancers' segment;

Customers will be targeted by segment: entrepreneurs, startups, SME, and large corporates incl Fortune 500 (e.g. via digital channels, professional associations, workshops, dedicated events, personalized offers etc.)

# LANCERIA'S CURRENT AWARENESS IN THE MARKET

## INTERNATIONAL

The Fintech Times	<a href="#">&gt; View Article</a>	CoinQuora	<a href="#">&gt; View Article</a>
TechRound UK	<a href="#">&gt; View Article</a>	Crypto Gazette	<a href="#">&gt; View Article</a>
STARTUP.INFO	<a href="#">&gt; View Article</a>	Crypto Reporter	<a href="#">&gt; View Article</a>
NASDAQ	<a href="#">&gt; View Article</a>		
Investing.com	<a href="#">&gt; View Article</a>		

## LOCAL

Forbes Romania	<a href="#">&gt; View Article</a>	Evz.ro	<a href="#">&gt; View Article</a>
Bussnessmagazin	<a href="#">&gt; View Article</a>	Libertatea	<a href="#">&gt; View Article</a>
ZiarulFinanciar	<a href="#">&gt; View Article</a>	Apropo	<a href="#">&gt; View Article</a>
Mediafax.ro	<a href="#">&gt; View Article</a>	Gandul	<a href="#">&gt; View Article</a>
Hotnews.ro	<a href="#">&gt; View Article</a>		

# DIGITAL MARKET SIZE & OPPORTUNITY



# WORLDWIDE FREELANCING MARKET IN FIGURES

THE FREELANCING WORLD HAS SEEN SIGNIFICANT GROWTH OVER THE LAST 36 MONTHS FROM THE GLOBAL PANDEMIC TO THE RISE OF REMOTE WORK, SOCIAL AND TECHNOLOGICAL SHIFTS, ARE CAUSING MAJOR CHANGES TO THE FREELANCE SPACE.

**70%** AGED 35 AND YOUNGER

Globally, nearly 70% of freelancers are 35 years or younger (GenZ + Millennials).

**1-3%** FREELANCE PLATFORMS GLOBAL EMPLOYMENT

Despite the robust growth in freelance work, freelance platforms are responsible for only 1-3% of total global employment. This means there's a significant room for continued growth.

**46.4%** SELF-EMPLOYED

World Bank data shows that 46.4% of all workers worldwide are self-employed, meaning that approximately 1.57 billion people in the global workforce are freelancers, out of a total global workforce of 3.38 billion.

**\$3.38 Billion** ESTIMATED VALUE IN 2020

In 2018, the global freelance platforms market was worth \$2.35 billion. In 2020, the value expanded to \$3.38 billion.

**\$9.2 Billion** ESTIMATED TO BE WORTH BY 2027

The global Freelance Platforms market size is estimated to be worth USD 3.39 billion, and it is projected to reach USD 9.2 billion by 2027, at a CAGR of 15.3% during billion.

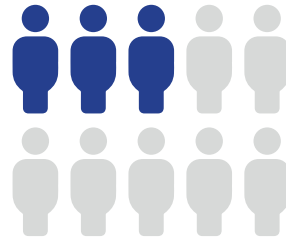
“By breaking down paradigms within work organization and bringing to light new aspirations such as flexibility and the search for meaning, the pandemic has paved the way for a growing number of freelancers within a broader spectrum of skills and fields. Because they are experienced, agile, and thriving, freelancers offer an interesting perspective on the future of work, which companies should follow proactively.” Vinciane Beauchene, Managing Director and Partner with BCG

# OUR CORE FREELANCING PERSONAS ARE GEN Z



## 30%

Represents 30% of the world population and highest growth rate.



## 27%

Already has a significant participation in the gig economy and will account for 27% of the workforce by 2025.

## MAIN CHARACTERISTICS OF THE GEN Z POPULATION SEGMENT:



### SELF-EMPLOYED

Prefers to be self-employed and look for a job they enjoy.

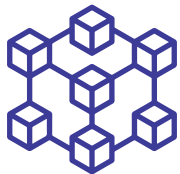


### SKILLS & EXPERIENCE

Prioritizes jobs that allow them to expand their skills & experience.

## 42%

42% of Gen Z workers value work-life balance, remote working and flexible leave as their top priorities when looking for a job, according to a recent U.S. survey.



### TECHNOLOGY

Believe technology is changing the job market for the better and creating new opportunities.



### COLLABORATE

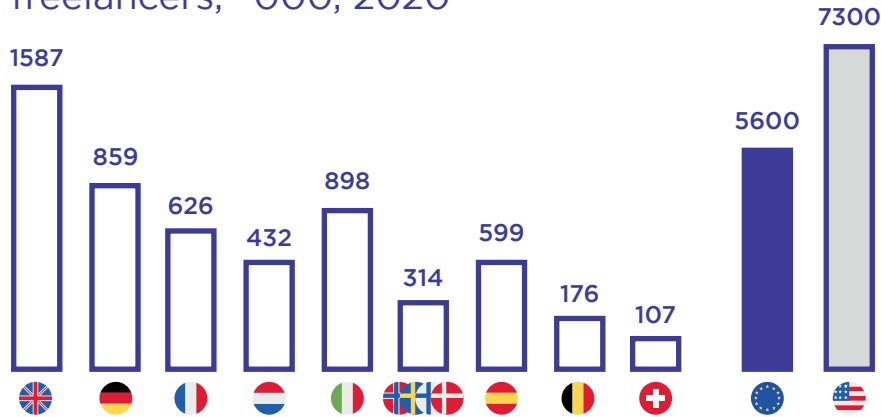
Their familiarity with tech will help them collaborate more effectively than older generation.

## 54.5%

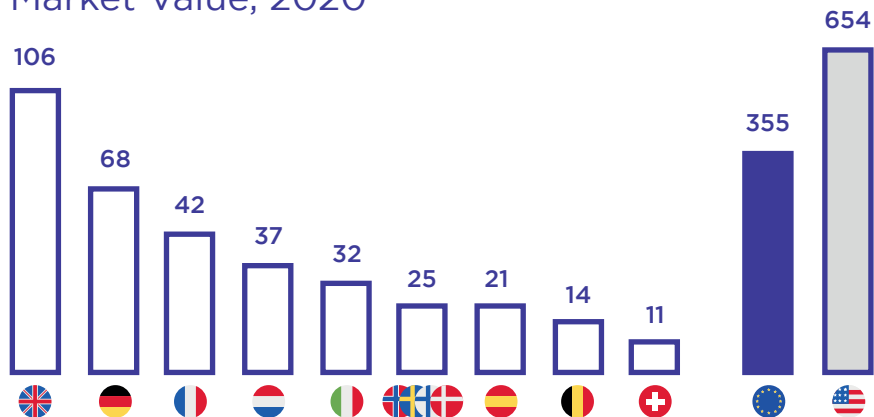
More than half (54.5%) expect to do a job that does not exist yet.

# EU FREELANCING MARKET POTENTIAL

Number of high-skilled  
freelancers, `000, 2020

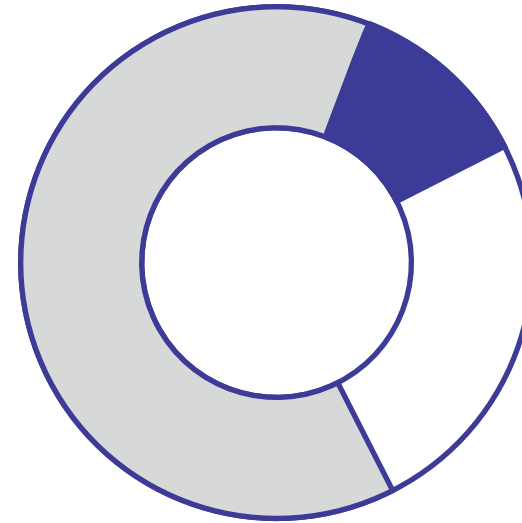


Freelancing  
Market Value, 2020



**22Million**

Freelancers in Europe  
as of 2022



**2.8Million**

Working digitally

**13Million**

Digital professionals and  
a quarter are freelancers  
(according to Eurostat)

UK and Italy have among the highest population of freelancers followed by France and the Netherlands and Spain.

Out of the **EUR 355Bn** EU market value, more than **half of the market** represents the **digital freelancer** Marketing & com, Arts & Design, Tech & Data.

# ROMANIA'S MARKET POTENTIAL

Romania is the **3rd largest digital economy in CEE** and the **2nd largest digital commerce market**. Currently, Romania is the 3rd largest digital economy in the Digital Challengers cluster after Poland (44 billion euros) and Czechia (18 billion euros). The value is shared between **digital commerce (EUR 9.8billion)**, expenditures on ICT (EUR 3.5billion) and the EUR 1.6billion offline spending on digital products (e.g., PC, smartphones, IT infrastructure, cloud).

However, Romania's average per capita expenditure on digital commerce and its digital-commerce penetration rate are among the lowest in the region;

Romania's digital economy was estimated at EUR 14.8billion in 2021 – around 6% of GDP (as per McKinsey research). If it reaches the estimated value of EUR 52billion by 2030 – it could account for almost 9.6 % of the GDP in 2030;





**Lanceria**<sup>TM</sup>  
info@lanceria.io