

# Possible Uses of the Technology / Summary of Examples

We have summarised some of the benefits/practical applications for user groups below, but the list is not exhaustive - we feel that there is real technological ubiquity here, and the app can be used in a huge variety of ways.

## *Personal Use:*

- **The New Yellow Pages** – users no longer have to contact trades individually to arrange quotes for work they wish to have done. Instead they can create a task and notify every tradesman within a user defined radius for free. The task creator can assess task responders via the ratings system.
- **The New 'Classifieds'** - users can advertise items they have for sale at no cost, including images/videos and directions to buyers; buyers of items now have a new and efficient way to search out then pay for items, and an alert system for items they may wish to buy that are not currently for sale.
- **Event Organisation** - users can organise any type of event for free (parties, sporting events, BBQs), sub-tasking the event so that attendees can each contribute, and location tagging provides all attendees with directions.
- **Time Saving** – users can delegate non-essential tasks leaving them free to concentrate on the items that matter to them most.
- **Wealth Generation** – users now have an extra tool in their armoury that allows them to earn cryptocurrency in their spare time by completing tasks for others.
- **Charitable Donations** – users now contribute to charity every time they make a payment using the app (see the 2 coin system & pay it forward model PDF).
- **Community Relations** – users get to meet people in and around their location, helping to develop good relations and trust amongst themselves.
- **Evidence of Good Work/ Digital CV** – users now have the facility to create an immutable record of tasks they have completed, and can therefore use it as semi-formal evidence in terms of skills

where no formal qualification exists, or as a character reference in terms of their charitable deeds.

#### *Business Use:*

**Payments System** - the app allows businesses to take electronic payment for their services in a more mobile fashion; they no longer have to carry portable card readers or insist clients pay via websites; they no longer have to wait for bank transfers to be processed, and they no longer have to carry cash. The reporting function allows them to generate and store receipts in digital form (no more paper).

**Staffing Agility** – businesses can have their staff download the app then set them up as one user group. They now have the ability to contact every member of staff instantly at any time meaning they can organise non work events or advertise shifts to be covered at short notice. Should there be no staff available they can open the task up to the general public using the opportunity to trial new faces then pay them via the app, and generate a record of the activity.

**Workflow 2.0** – planners now have the ability to breakdown complex tasks into smaller pieces and allocate them to individual staff. They can add media to help describe what needs to be done and location tags to guide staff to where they need to be. Once the task is complete they get an alert in real-time helping them to maximise efficiency by making the most of their staff member's time.

**Organisation** – tradesmen no longer miss work opportunities if they can't answer their phone, as each job posted within their vicinity that meets criteria in their user profile automatically appears in their user feed. This also serves as a diary since each job they have agreed to undertake is listed also, and by adding location tags they can utilise satellite navigation to make travelling between jobs easy and efficient.

#### *Charitable Use:*

**Promotion** – charities now have an additional free outlet to publicise their good work, and a new pool of app users to encourage to do good deeds for them. Users can access a list of local charitable endeavours in one place.

**Incentives** – charities have a way of rewarding those who do the most, either via public recognition or by payment in Kudos (see *'pay-it-forward'*).

**FX efficiencies** – by transacting in CYD/KYD, charities avoid FX risk until such time as they need to convert to a domestic currency; they also remove much of the cost and time wastage associated with

transferring money internationally, since they can transfer value between app users instantly and regardless of geographical location.

**Pay it Forward Model** - by tracking Kudos in real-time we can evidence how it is used in charitable tasks over its lifespan, emphasising how much good a user donation has resulted in, and therefore promoting and encouraging new charitable endeavours as part of our *'pay-it-forward'* model.

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## Use Cases / Practical Examples

### Private Sale (classifieds)

This is one of the more obvious uses of the platform. People can now advertise used items they have for sale at no cost, naming the item as their advert title, adding pictures to show condition, video to prove it works as advertised, and location tagging to provide directions to wherever the buyer should collect it from (assuming no postal option is being made available by the task creator).

To prevent app users from being bombarded with every notification of a new item for sale, instead they must either perform a search to generate a list of adverts, or update their profile to indicate that they wish to see items for sale that meet specific user defined criteria (a combination of name, classification, price, location). In this way the app acts both as a platform for viewing multiple random items for sale, or as an alert system for an item not currently for sale that subsequently becomes available.

*An example of use could be:*

- User A has an interest in motor cars. They perform a search to indicate that they wish to see all tasks in the 'cars for sale' category within a 100 mile radius of their current location. Their 'user feed' (task list) populates accordingly
- User A decides that their budget is restricted to £5,000 and they amend their search criteria accordingly. The app filters out any car with a sale price above £5,000, but still within a 100 mile radius. Their feed repopulates accordingly.
- User A decides that the model they wish to buy is a 1965 MG Spitfire, but having searched through their feed they cannot find the item for sale. They expand their search radius to within 500 miles of their current location.

- User A can't find a 1965 MG Spitfire for sale despite widening the search radius. They update their profile to indicate that they want to buy this item should it become available within a 500 mile radius at any time in the future. The item becomes available 2 weeks later and User A is notified. They buy the car.
- Having driven the MG Spitfire for a few months, User A gets bored of it and decides to list the item for sale. User B sees the advert and indicates their interest. User A receives notification, they make a deal, and the car is then sold.
- User A now needs another car, and having performed a fresh search they see nothing of interest. They update their user profile to indicate that they wish to see all new listings within a 100 mile radius. User A is notified each time a new advert for a car is listed from the point at which their profile was amended.

The example above is for a specific item, but of course users can perform a more general search and generate a list of every item for sale within a 50 mile radius (an hour's drive) for example, then (via the app) contact the seller for any item they have an interest in and arrange a viewing, or buy it outright and have the item delivered if the seller agrees.

Sellers have the option to take payment in cryptocurrency should they wish to, but we impose no requirement to do so. We do however offer a digital receipt for the sale of items that we feel would be particularly useful to buyers of items.

For a small one-time fee users can document the sale via a smart contract, creating a record on the distributed ledger that shows how the item was described in the original advert, the price it was sold for, what (if any) terms of sale were agreed, and detailing the parties involved. This provides the buyer with some assurance that recourse can be taken against the seller should the item they receive/take home not work as described.

At this early stage we will be offering only private sales of items via the platform, but we will be looking to expand the service to retailers in the near future.

## Event Promotion / Temporary Employment

Event promotion for local charities was the original reason for developing the software, but of course the app can be used to promote any kind of event. The same system described above for the buying or selling of items can be used very effectively by all sectors of society to publicise whatever event they are putting on.

An event promoter can:

- categorise then describe the event being promoted in detail
- add images/pictures/posters/video
- add sub tasks within the main task
- send the advert to an existing contact list and/or open it up to the network
- add a location tag to direct people to it
- take payment in cryptocurrency for event admission
- make payment in cryptocurrency to those who help organise/run the event

A user looking for something to do can:

- search for events happening now in their local area
- search for events in places they are going to be in the future
- automatically receive adverts for events they are interested in
- get clear directions to any event they decide to attend
- pay for an event ticket in cryptocurrency (where applicable)
- earn cryptocurrency for helping at an event (where applicable)

Every task listed on the app gets equal billing in terms of its space within the user feed (task list) so all have equal opportunity to attract attendees, and should an event promoter wish to sell tickets to an event they have the opportunity to do so. For events of all sizes and for all types (concerts, plays, rallies, fetes, fundraisers, sports events etc.) the app facilitates cost free promotion to the general public, can target an existing audience, directs people to the location, and collects payment (optional) all in one.

## Here are 3 simple examples of how the app may be used to organise an event:

### *Example 1 - free personal use (no payment made)*

- User A wishes to organise a 5-a-side football match, and creates a task on the app categorised 'football match', adds the time and date at which it is to be played, the number of players needed, and the location
- They broadcast the event to a pre-defined group of regular football players, with the aim of giving the first 10 to respond a spot on the team
- Should more than 10 respond the event organiser can choose who gets to play
- Should less than 10 respond they can open the task to the public and broadcast it to all app users within a 50 mile radius (organiser picks the broadcast radius)
- Users who have indicated in their profile that they have an interest in playing a football match automatically receive the task into their custom feed; and users who search for 5-a-side football games can see tasks listed also
- The team rosters are filled and the game is played (Liverpool Legends win 3-1).

### *Example 2 - charity use (payment system utilised)*

- Charity A wishes to raise money for a local school and decides to organise a bake sale. They create 2 tasks; the first to organise the event, and the second to advertise it to the public.
- Task 1 details the event being organised, with time date and location, and contains numerous sub-tasks detailing the number and type of cakes they wish to make available for sale.
- Task 1 is broadcast to a predefined user group made up of volunteers and helpers (those with an existing connection to the charity), and this user group then responds by selecting the sub-task (cake) they intend to carry out (bake)

- Charity A makes a small amount of cryptocurrency available to each sub-task which covers the cost of raw ingredients, and as each sub-task is selected the task assignee receives a credit into their crypto wallet
- Task 2 is categorised 'charity event', with time date and location, an image (digital poster) showing the venue and photos from prior events in order to entice people into attending
- Task 2 is broadcast to a predefined user group made up of people who have attended previous events, and is also broadcast to the entire app user network
- The predefined user group receives the advert into their user feed and is notified accordingly; those with no prior connection who perform a search will also now see the event listed
- Charity A collects cash on the day for each baked good sold (and other activities they put on), but also has an additional method of taking payment from app users in cryptocurrency

### *Example 3 - free personal use (payment system utilised)*

- Local Band A wish to promote their next gig at a club in the city, and create a task on the app with the category 'gig' with the location time and date detailed
- They create a digital poster (image file) with the name and photos of the band, and take footage from their last gig and create a short video, both of which are uploaded and included in the task
- They wish to sell tickets at \$10 each, and the club owner has advised that to meet fire code the maximum number of people who can attend is 200
- They create 200 sub-tasks within the main task which then act as digital tickets, and they broadcast this to a predefined user group made up of fans who have previously signed up to their fan page / mailing list, and they also broadcast the event to all app users on the network
- Their fans now receive notification of the event into their user feed; but any user who is not on this list but has updated their profile to indicate they are interested in the band is also notified; and any user who searches for 'gigs' in the city can view the advert too
- Users have the option to purchase tickets directly through the app (in cryptocurrency) by selecting one of the 200 sub-tasks and completing a security check to indicate they wish to have their in-app crypto wallet debited

- If all 200 tickets are sold prior to the event the task is closed and removed from the network and any user feed within which it is listed
- If the band fail to sell their allocation within a few days of the event, they now have some feedback as to the effectiveness of their marketing activities and time to organise further promotion

In all 3 examples above the event promoters have not been charged any fee for advertising the tasks they create; they have been able to add detailed descriptions (including various types of media) to help market their event; they have the ability to target their audience (where they have an existing list of interested parties), but have also been able to advertise to the general public; they have provided clear directions to the event location; and (where applicable) they have been able to make or take payment in compensation for services received or rendered respectively.

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For businesses we feel there are real benefits to this system, especially those that demand a certain level of staffing agility. The app provides a ratings system for both workers and job creators, helping to promote a workplace meritocracy since it shows who are the fairest employers, as well as which workers are quickest, punctual or high-scoring in terms of skill set.

*An example of how a service industry business might use the app is as follows:*

- Manager A runs a successful fast food restaurant business with multiple outlets within the same city. They download the app (free) and have their staff do the same, then they set up a user group with each staff member added to the list.
- One night 3 members of staff call in sick and Manager A now has to find cover for them. They create one message and broadcast this to their entire staff network, detailing the 3 shifts (with location) now available to whoever is free.
- Manager A receives responses from his staff network and manages to re-allocate 2 of the 3 available shifts, but there remains 1 shift left to cover.
- Manager A creates a second task under the category 'service industry work', detailing the hours and type of work on offer and the location of the restaurant, then broadcasts this short term job opportunity to all app users within a 25 mile radius of the restaurant.

- Manager A receives 3 responses from people willing to work but not currently employed by the restaurant. Based upon the skill set listed in their user profile and their overall rating on the app, they select the best candidate and offer them the shift.

In the example above Manager A was able to save time in the process of re-allocating the shifts to his existing staff since there was no requirement to call each member individually. Had there been more than 3 responses Manager A would have been able to choose from them, allocating the shifts to the best available staff member rather than taking the first option available for the sake of expediency. Manager A gains a deeper understanding of which staff members are the most committed to doing a good job, since even a response in the negative shows a conscientious 'can do' attitude.

However, in our example Manager A found that only 2 of the 3 available shifts were covered by the existing staff network, and the shift was then advertised to the general public. Manager A now has a cost free and ultra quick way to source and then trial new faces rather than utilising a third party agency, who may not be able to find a worker at such short notice but if they can would certainly charge a fee. Additionally, should the applicant agree, payment can be made to them immediately (in cryptocurrency) without having to involve a bank and/or payroll company.

Even where no payment is processed, for a small one time fee the activity can be formally documented via a smart contract and a record added to the blockchain ledger. To create a blockchain record both parties must have completed and satisfied KYC/AML documentary requirements, meaning there is assurance as to the identity of each should some dispute arise between them. In under-developed economies especially, where employment regulation tends to be less well defined and enforced, the app will help to provide a framework for the official documentation of labour activity. In more advanced economies it supplements existing methods of documenting labour activity.

We expect that businesses will provide the bulk of these opportunities, but as any canyu.do app user can create a paid task for any other app user to complete, the number of short term work opportunities available to the market is no longer wholly dependent on businesses creating them. On this basis we believe use of the app will help to spread wealth and promote the 'sharing economy'.

Rather than relying on businesses creating paid tasks for people to complete, the app also provides people with a fast and easy method of contacting businesses to request their services. This creates efficiencies for all types of businesses as the app serves as an all in one tool for lead generation, serves as a diary and workflow planner, and guides them to their target market.

Here are 2 simple examples of people creating jobs for other app users to complete:

*Example 1 - people to business (the new yellow pages; digital proof and payment system utilised)*

- User A has a problem with their household lighting system, which flickers constantly despite the bulbs being newly installed, and wishes to engage the services of a qualified electrician
- Rather than looking up contact details for a number of local firms and calling each individually, they instead they create a task describing the job, categorise it 'qualified electrical' and add pictures/video of the problem and their location
- They assign the task to every app user within 100 miles of their current location, and the task then appears in every qualified electrical firm's user feed
- They are contacted by 4 firms immediately, each wishing to arrange a viewing and giving a rough estimate of cost
- The ratings system provides some assurance as to the standard of work provided by each firm, and User A selects 3 of the 4 firms and arranges a time for each to view the job; each firm has directions and the task remains active in their feed
- All 3 firms quote for the job and User A selects one firm to carry it out, opting to create a digital record of the quotation via the app (smart contract execution)
- The work is carried out successfully, and User A makes payment to the electrician in cryptocurrency\*

\*Had the electrician declined to accept payment in cryptocurrency, User A would still have the option to generate a digital receipt for the work carried out.

*Example 2 - people to people (odd job request; payment system utilised)*

- User A recently had an accident and broke their leg, and will be out of action for a number of weeks meaning they are unable to complete household chores

- Friends and family help where they can, but User A's garden is starting to look overgrown and their dog (Fido) is desperately in need of a good walk
- They create 2 tasks and broadcast these to all app users within a 50 mile radius
- Task 1 is a request to weed their flower beds and mow the lawn, and they add pictures of their garden to show size, a location tag, categorise the task as 'garden maintenance' and offer payment in cryptocurrency
- Task 2 is a request for someone to walk Fido, and this time they upload a short video (taken on their phone) to show the breed of dog, and that he is good natured and well behaved; they add a location tag, categorise the task as 'dog walking' and offer payment in cryptocurrency for the service
- Any app user (businesses or people) who has listed an interest in 'dog walking' and/or 'garden maintenance' in their profile, and is currently located within 50 miles of User A, will automatically receive the task into their user feed
- Any app user who searches for 'dog walking' or 'garden maintenance' jobs, and is located within 50 miles of User A, can view the job advert
- Since the task is automatically categorised by canyu.do as an 'odd job' it appears in a generic list of adverts and can be viewed by all app users who perform a search. In practice the searcher can specify their own search radius - i.e. search for all odd job opportunities within 50 miles of their own location - meaning this list is filtered for them and won't contain all jobs globally
- User A receives a number of responses to his advert, a mixture of businesses and local people, and can use both their user profiles and app ratings to make a decision as to who to assign the task to
- User A opts for a local person in both cases (a student looking to earn extra money on the weekend) and assigns the tasks accordingly
- Both tasks are completed and User A makes payment in cryptocurrency. A record is added to the distributed ledger. Fido is happy

In the example above, since a payment is made a record is added to the distributed ledger. This means that the activity is documented and can be used by User A as proof of payment (a digital receipt), and by the task assignee as semi-formal proof of work experience / work ethic.