



# **FIDUXA**

## **WHITE PAPER**

The single source of truth on certifications and employee history for Recruiters and Government departments.

Fiduxa is the solution that will fill the gap of trust between employers/governments and employees. Potential employees will be able to trustfully certify their study and work achievements, while employers and governments will be able to make significant savings on their due diligence for employees or visa applicants. The power of the blockchain to provide a trustful permanent record of personal history.



# FIDUXA

## WHITE PAPER

### FIDUXA'S MANAGEMENT TEAM



**Andrew Rippon**

The tech savvy business guy

*Worked in internet technologies, consumer digital products and digital marketing for 20 years*

**Latest Role: Blockchain Practice Lead**

Architect Smart Dubai Platform, VP at Fox Mobile, CTO at STC Intigral, Senior Manager at Vodafone Group, Founder MWAN.



**Pietro Marchionni**

The business savvy tech guy

*15 years of experience in an international scope delivering technology innovation platforms and apps*

**Latest Role: Blockchain Architect**

Architect Smart Dubai Platform ID Enablers, MD & CIO at EnOn MENA, Group CTO at AMME FZ-LLC, Chief Architect at STC Intigral, Founder Enon

Together we lead a team of techies and marketers, benefiting from our expert advisors and investors. See below.

## DISTRIBUTE THE WORK ECOSYSTEM

*We intend to disrupt educational, government and corporate processes to make it easier for the 5 million students & 10s of millions of employees annually who study and get jobs outside their home countries.*

*In so doing we will save companies money, speed up hiring and create an uplift in economic activity for governments.*



## INTRODUCTION

Today's job market and offering is highly digitalized with several players leading local or vertical markets and a major player leading the international market: LinkedIn.

In such an ecosystem one of the key elements is the verification of the information provided within the CV, resume or public profile of a job applicant.

Today's approach is based on personal experience of the recruiter where the first filtering of the applicants is mostly based on 2 factors:

1. The matching characteristics of the applicant versus the job description
2. The description of the specific experience and the consequent evaluation from the HR/Headhunter of the information provided.

While the first factor is direct and less affected by the CV writing style, the second one is highly affected by the details provided with high probability of missing a key factor, or conversely over-evaluating it.

The job seeker's capability of tuning their profile or paying a company (mostly online) to improve the information provided can therefore skew the perception of the employer. Likewise, outright fraud can be carried out, which can even lead to official government papers to be issued.

This potential for misrepresentation can lead companies to spend considerable sums to verify candidates, especially for high value positions. It also leads to high recruitment agency fees and considerable time of internal resources to ensure that a candidate is technically capable for the proposed role. Cultural and personal fit considerations are, of course, still a matter for face to face interview but certainty in the factual elements can help there too.

Turning to Government, one of the key elements hampering seamless digital government is the ability to validate documents across countries. The process of attestation is cumbersome and causes cost and delay for people moving from one country to take up a role in another. Even within a country, attestation of qualifications may be desired as validation of physical copies is a far from perfect science. Are the people validating the proffered documents technically capable to do so for a start. This wrinkle causes delay and cost for individuals, delays for companies hiring and slows uptake of inward investment or economic growth for governments.

So in summary, the problems we aim to solve include:

- Delays and costs for individuals in getting their history certified by employers
- Significant costs for companies looking to ensure optimal hiring
- Delays in visa processing causing considerable stress, significant costs or loss of opportunity
- Reduction on costs and increased adoption of Government digital services



Fiduxa's approach to these problems is to create an interlaced network of information that allows to precisely identify the credentials and working experiences of a job seeker, while certifying their truthfulness.

This can be achieved with a modern technological and strategic approach that take success stories from other markets and adapt them successfully to the recruitment ecosystem utilizing the latest technologies such as the Blockchain.

We therefore have developed a vision for how this technology can be implemented on top of the blockchain ecosystem and also how this technology will evolve and change the fundamentals of today's employment market and the digital agendas of governments.

Based on this vision we have examined use cases, identified key requirements and designed a system that we believe will revolutionize the relationship between job seeker, recruiting organization and regulatory authorities.

This document describes the solution starting from the 'Persona', passing through the certification system and on to the technology architecture that will empower such a solution.

## **PERSONA**

To understand the motivators of our target groups, especially the early adaptors we want to build an understanding of who they are.

There are 3 target groups or persona for Fiduxa:

1. Job Seekers
2. Corporate HR / Headhunters
3. Government

The first Persona (Job Seeker) wants to communicate to possible hiring companies or headhunter his profile highlighting skills and guaranteeing the level of information provided.

The second Persona (HR/HH) wants to be sure the profile provided is trustful and matches the required skills.

The third Persona (Government) wants to reduce barriers to entry and enhance services for citizens, visitors and companies.



## CUSTOMER ECOSYSTEM

Fiduxa aims to fill the gap between Job seekers and HR / Headhunters increasing trust and providing a valuable tool to certify skills provided in the career profile of a job seeker. Along the way, Governments get to provide seamless services.

All certified skills and experiences are saved into an immutable ledger guaranteeing both parties and accessible only to people / entities with permissions to do so, grants being managed by the job seeker and Fiduxa.

HR / HeadHunters will be able to verify through accessing the immutable ledger the skills or experiences provided by the job seeker and will be able to cross-check the entity / person who certified the specific skill.

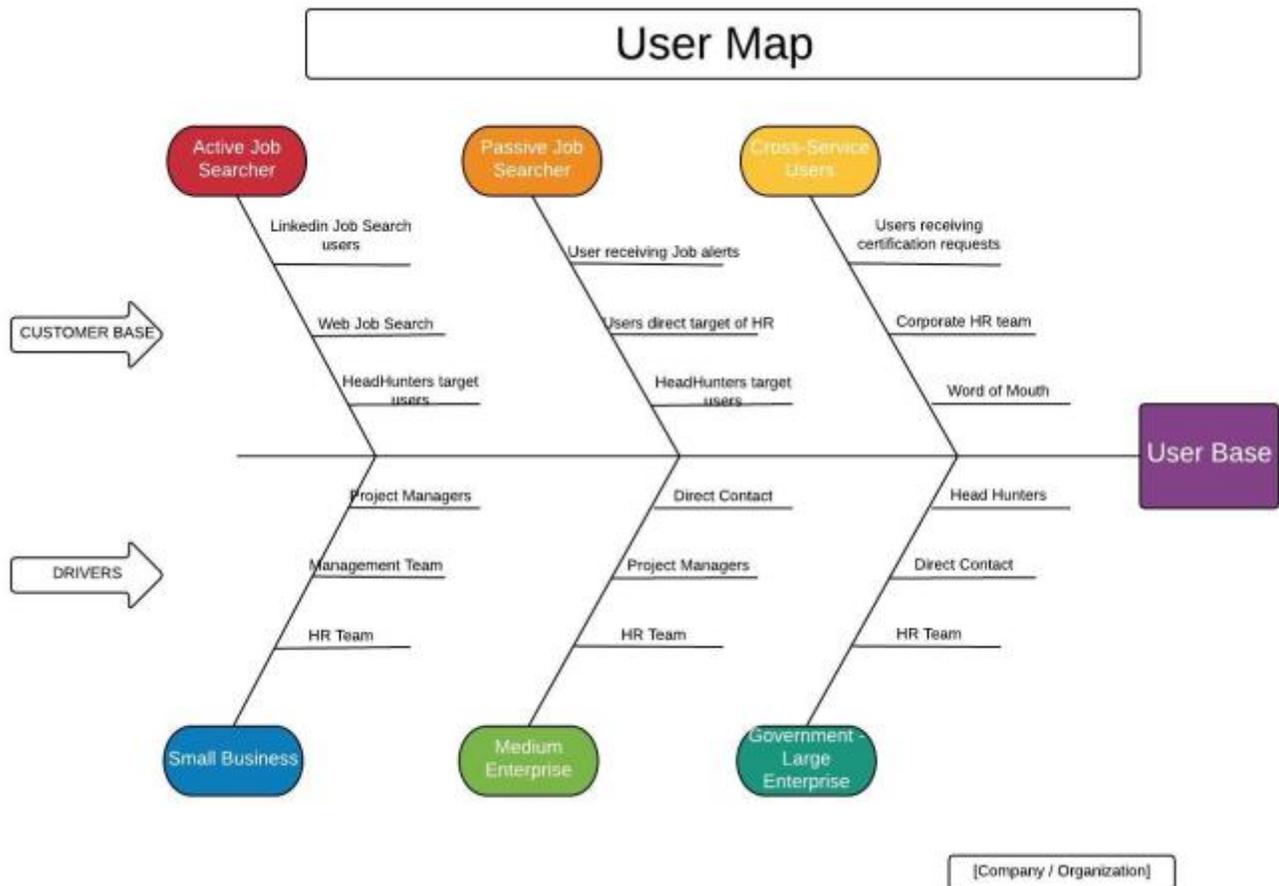
Fiduxa, taking experience from public-driven rating systems (analogous to Tripadvisor ratings for travel) will also run Artificial Intelligence based processes to rate the certification entities / professionals in order to reduce interest-driven certifications.

Lastly, Fiduxa will create a secure integration ecosystem for corporations, governments and certification authorities to provide a digital bridge between companies and countries.



## CUSTOMER MAP

The following scheme describes the ecosystem of the application based on the customer interests and corporate drivers that are the main factors of success in the acceptance of the service by the players.



## PERSONA EXPECTATION

### JOB SEEKER

1. Increase trust when CV checked for Job profiling.
2. Increase trust when CV matching Job Request
3. Increase evaluation level from Hiring company HR or Head Hunter vs other job seekers.
4. Increase visibility when HR/HH perform job search: we could flag CV/experience as "Verified".
5. Reduce costs of certification, attestation of certifications



6. Reduce time and complexity for international moves

#### HR / HEADHUNTERS

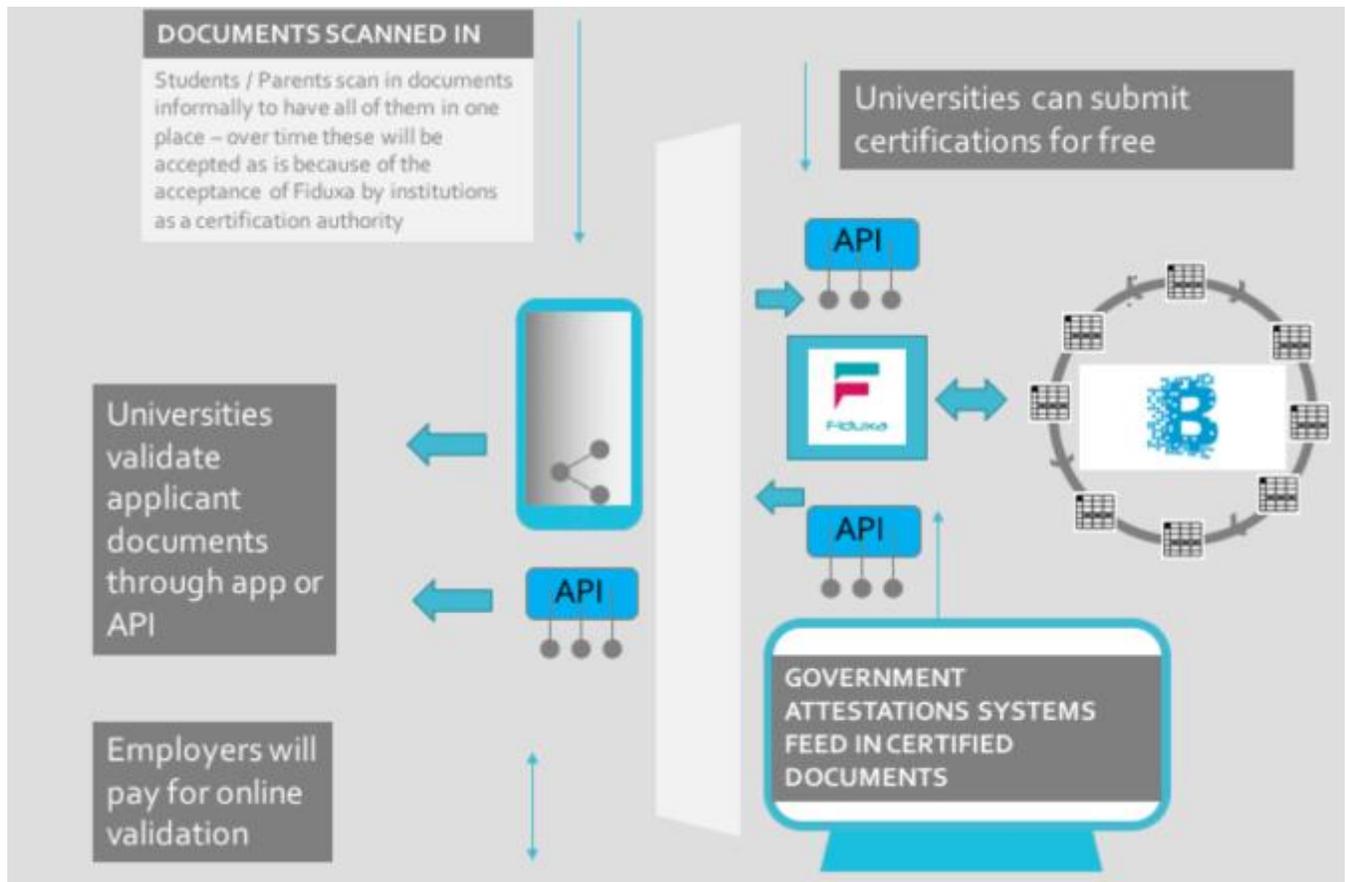
1. Ensure information provided are trustful.
2. Ability to exactly match required skills with Job applicant profile
3. Get in touch with certifying entities/professionals for direct feedback
4. Reduce Costs of background verification

#### GOVERNMENTS

1. Enhance adoption of digital services
2. Reduce friction for employees, visitors
3. Increase economic activity



## OVERVIEW OF HOW FIDUXA WORKS

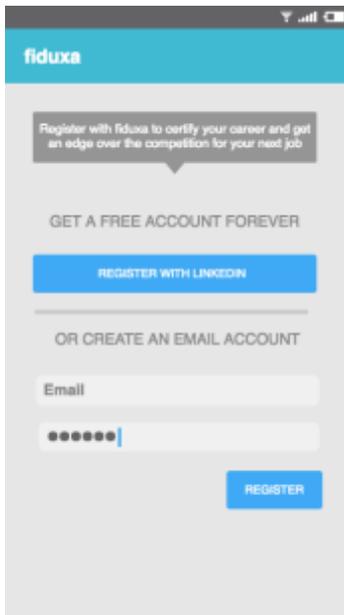


# EXAMPLE USER JOURNEYS

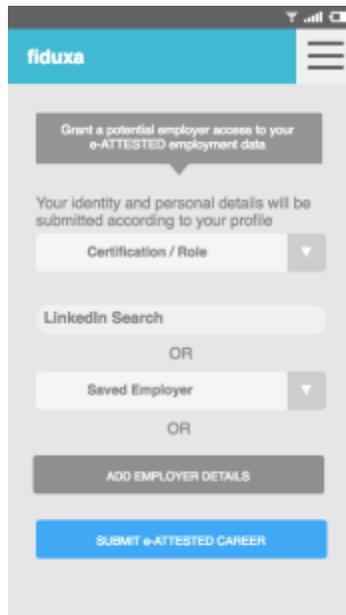
## PERSONA 1: Job Seeker

The simplest way to see how Fiduxa will work for a job seeker is to view the actual screen designs of the application that is in development. Here we see a simple journey of a job seeker using their LinkedIn data to certify on the blockchain and the options that will be available to them. Shama is our user for this exercise

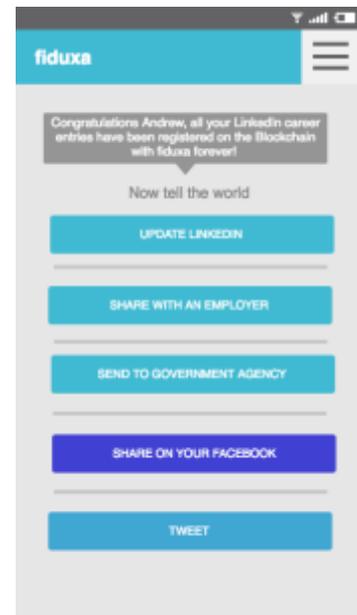
Shama registers with her LinkedIn >



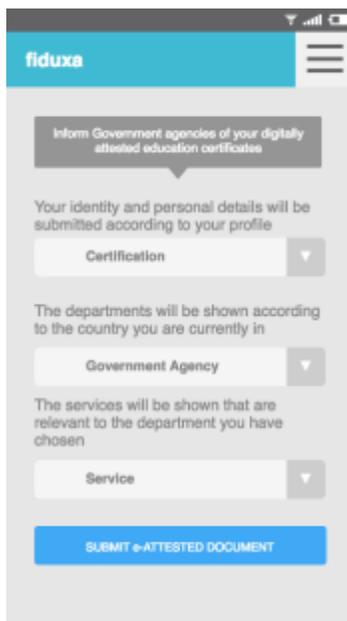
Shama chooses the details to eAttest >



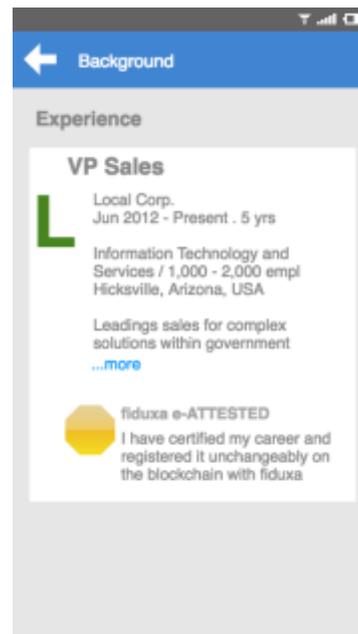
Shama takes and action >



Shama sends eAttested document >



Shama also publishes her eAttestations >





## FEATURE REQUIREMENTS

The featured requirements are based on the identified user roles which have been incorporated into the designed architecture.

These requirements include the following macro-areas:

1. User Identification
2. Company identification
3. Role Identification
4. Experience tracking and verification
5. Experience certification
6. Key certification Authorities identification
7. Integration with existing profile management systems (LinkedIn, etc)
8. Adoption incentivization

## FIDUXA FDX TOKEN DESCRIPTION

The FDX Token will serve multiple purposes:

### **Currency**

The FDX token will be the principle method of exchange when transactions occur within the Fiduxa application. It will be traded on relevant exchanges for other crypto currencies and fiat currencies, as well as having a custom gateway run exclusively for Fiduxa, especially in transactions including governments.

### **Incentivization and Gameification**

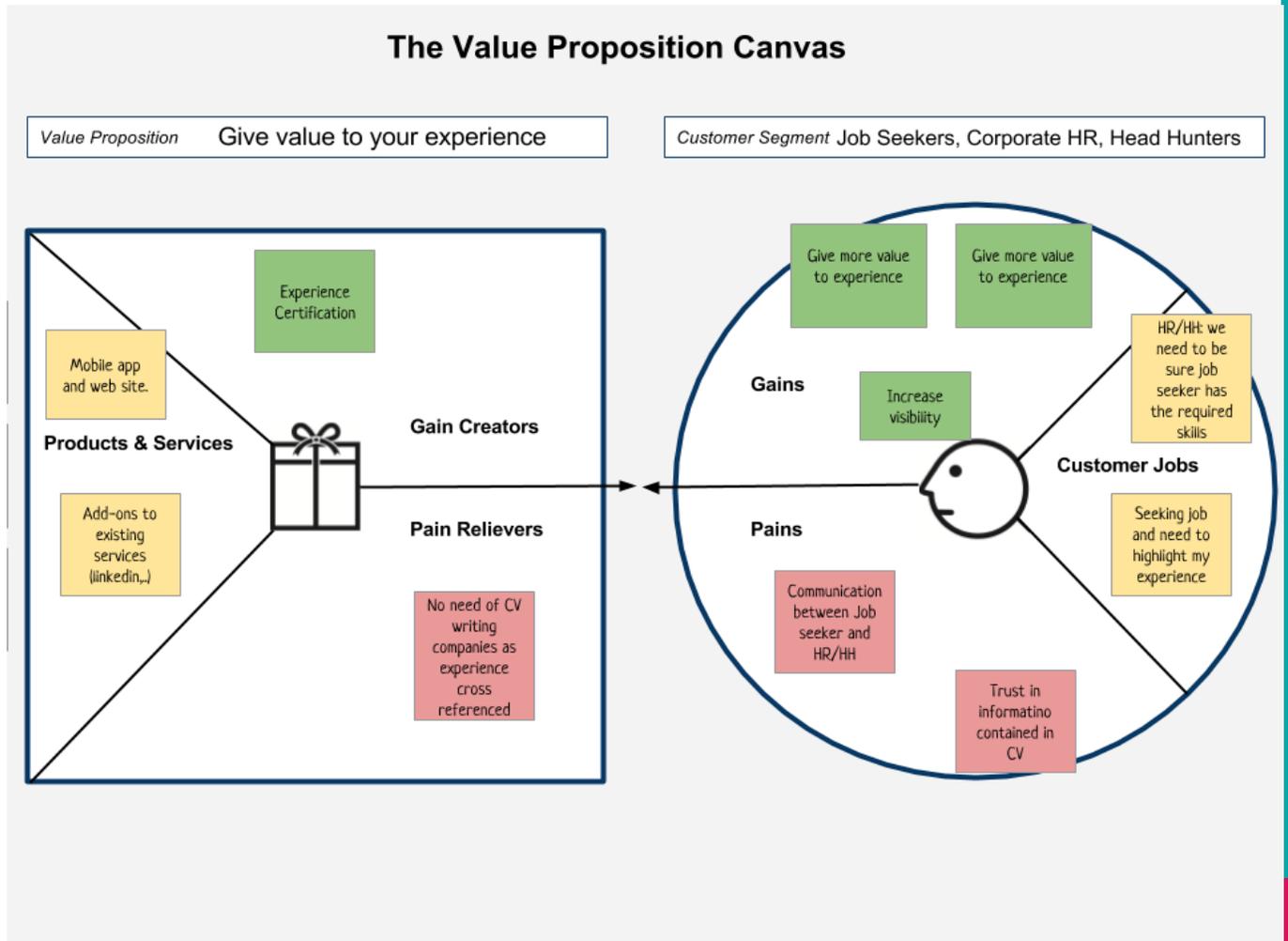
The FDX token will incentivize adoption and usage of the application. For example, making it profitable to run more certifications, data downloads and verifications. This will be in association with gameification, level based progressive layer reward system.

### **Loyalty**

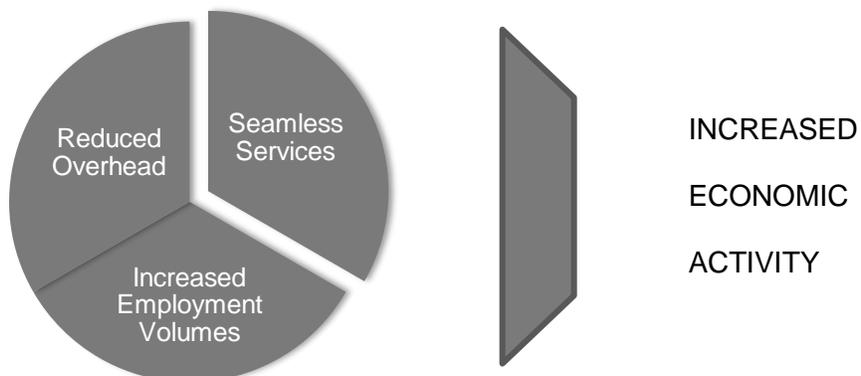
The FDX token will act as a retention loyalty program, providing bonuses of tokens for repeated and additional activities.

## VALUE MAP

Value for the given persona can be summarized as:



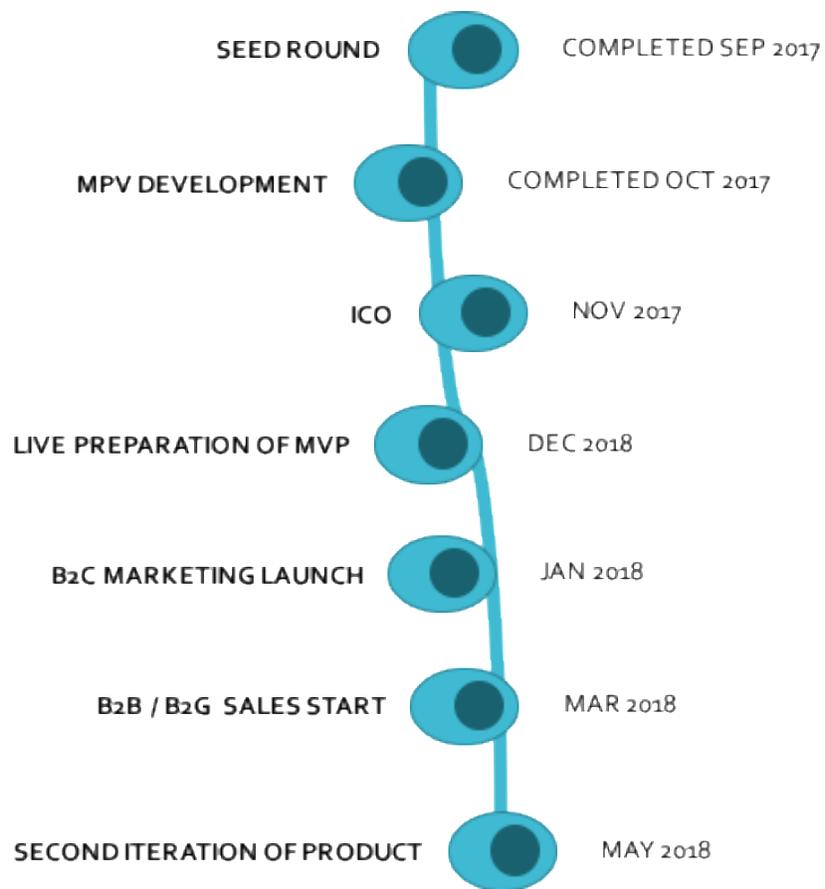
## VALUE PROPOSITION FOR GOVERNMENTS





## TIMELINE

The Fiduxa team is already on the road to executing on the program. The high level timeline is:





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