

Pitch Apply – Pitch Token (PCH)

Allow A.I. and Blockchain technology change the way we apply for Jobs: An innovative social media platform for sharing success stories, launching your future and reshaping the \$200 billion recruitment industry.

WHITE PAPER

Abstract

Most of our social media usage is based on sharing our successes with the world and exploring others successes, and yet, when it comes to our resume or our online resume profiles, we continue providing basic information which is nowhere different to that of others. While you may enjoy using certain platforms in your personal life, they are not necessarily appropriate or relevant for your field of expertise. With Pitch Apply, however, business is the focus, and creating your success profile through innovative technologies will help you become more successful with applying. We present the very first application of blockchain based features intended for the general public by applying this exciting technology not only in the recruitment industry but in the entire human resources industry as a whole. Our application of this technology will be made understandable for a wider public and make adaptation simplified. This white paper gives a detailed description of our project and discusses the vision for the Pitch Apply platform and the Pitch Apply utility token. It aims to demonstrate how we are using our teams' expertise to make recruitment easy and accessible for everyone.

Pitch Apply, because at one point we will all have to apply. So why not enhance this process? Your support is our validation, and your contribution to increasing worldwide success with applying.

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Background

Labor markets around the world have not kept pace with rapid shifts in the global economy, and their inefficiencies have taken a heavy toll. Millions of people cannot find work, even as sectors from technology to healthcare struggle to fill open positions. Many who do work feel overqualified or underutilized. These issues translate into costly wasted potential for the global economy. More important, they represent hundreds of millions of people coping with unemployment, underemployment, stagnant wages, and discouragement.

Our research suggests that online talent platforms can ease a number of labor-market dysfunctions by more effectively connecting individuals with work opportunities. As the internet has taken on a central role in how people find and apply for work, a majority of people/job applicants would still find it difficult to engage in many digital job seeking behaviors – such as creating a professional resume, searching job listings online, or following up via email with potential employers. Other than the complexities for the job applying processes mentioned above and others, there are also factors involved such as intermediaries taking a huge sum of commission from both the applicant and organization, and marketing expenses etc.

Blockchain is revolutionizing the world's industries. The application of Blockchain based technology to nearly every major market is setting its sights on some of the biggest industries in the world. From the hotel industry to the field of mobile payments and beyond, Blockchains are being integrated into economies worth trillions of dollars, bringing new possibilities to these markets and vastly increasing the potential revenue streams available. We aim to resolve all issues associated with recruitment and the human resource industry by integrating it to Blockchain and making the Pitch Token the world's leading cryptocurrency especially created for the Human Resources industry.

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Introduction to Pitch Apply

Pitch Apply is the world's first Blockchain based platform particularly designed for the Human Resources Industry. It will combine Artificial Intelligence (AI) and Blockchain technology and as a result will revolutionize the way we apply for Jobs and increase our successes. Pitch Apply will be an innovative social media platform for sharing success stories, launching your future and reshaping the \$200 billion recruitment industry.

With Pitch Apply, we aim to introduce one of the first Blockchain applications intended to serve a wider public by applying this exciting technology not only in the recruitment industry but in the entire human resources industry as a whole.

How does the platform work

Through our ventures we have learned that success resumes catch the desired attention and get you invited, so we have incorporated exactly that in our social media platform that will help you highlight your results and successes. The Pitch Apply platform will guide you through several easy steps and help you come up with your perfect pitch, which will be based on thousands of interviews and the desired information. Based on the state of the art artificial neural network and machine learning based technology, our software will learn from a database of successful pitches automatically and frequently coach you to further improve your pitch, and so creating a successful profile. This success profile will eventually replace the first interview phases where all common questions are asked and provide and speed up the application process by providing all relevant information at an early stage.

Pitch Apply will not only be a platform to present yourself and your successes efficiently, but will also enable faster and more accurate applications for you and for hiring managers or decision makers. Pitch Apply is revolutionary in making visible what truly matters in applications. Add our very own application of artificial intelligence to perfect your pitch and one of the first of its kind block chain applications in recruitment to the platform, and you have a game changer in the recruitment field which benefits both you as well as those looking for you.

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Our Vision

We aim to provide the public with an Artificial Intelligent based decentralized platform which would help them in creating the perfect pitch and assist them in getting the right jobs they have been looking for. Our vision is to provide the community with full control over their employment related details by giving a single database where contracts and all related details are managed and validated.

We also aim to rule out the role of intermediaries by giving our community the tools to constantly improve their profile and overall pitch, and make use of additional features intended to reshape the employment process, increase privacy and intended to increase the success rate when applying.

Pitch Token(PCH)

Based on the cutting edge ERC20 based technology, Pitch Token is a cryptocurrency created to be used for all transactional activities within the Pitch Apply Ecosystem. It is a digital utility token that gives users access to our Blockchain based features, and in return users are better equipped to manage their data and increase their effectiveness when applying. By leveraging state-of-the-art technology, Pitch Token would allow its holders to transfer value instantly, with near non-existent fees to anyone, anywhere, anytime in a completely transparent manner all over the world.

The Pitch Token provides access to additional services of the Pitch Apply platform and will be used to purchase services to increase the chances for success or for privacy purposes.

The tokens will be registered on popular exchanges and can be traded. The Pitch Token value is expected to increase when the platform goes online, the user base grows, additional features are made available to the community and are proven, and more features are added for the community.

We believe transactions should be fully transparent and part of a decentralized Blockchain, and therefore have used the decentralized smart contract based technology. This technology would ensure that the Pitch Apply platform is publicly audited and fair. It will provide transparency to sender and receiver to track their transaction on the Pitch Token Public ledger from the moment they make a transaction through the moment it goes to the final recipient. It will allow you to

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verify that your transaction of whatever quantity or data it is, has been received by the person you intended. This way we are eradicating the role of a "middle-man" who charge some "administration fee" and lessen the impact of your Pitch Token intention.

Pitch Apply Features

Customizable User Profiles

Success resumes catch the desired attention and get people invited, so we have incorporated exactly that in our social media platform that will help users highlight their results and successes. Our platform will guide users through several easy steps to help users come up with their perfect pitch.

Artificial Intelligence Based Platform

Intelligent software will learn from successful pitches and frequently coach users to further improve their pitch, and so creating a success profile. Pitch Apply will not only be a platform to present yourself and your successes efficiently, it will also enable faster and more accurate applications for users and for hiring managers or decision makers.

GDPR Compliance

The impending EU General Data Protection Regulations (GDPR) moves the ethics and privacy discussion in the right direction. At Pitch Apply we put our users first when it comes to collecting, storing and analyzing data and we aim to enable users to take full control over their data.

Blockchain Features

Imagine having full control over all your employment related details. Imagine one single database where contracts and all related details are managed and validated. The Blockchain is at the core of the Pitch Apply platform, allowing users and hiring managers, decision makers or service providers to have a direct relationship while protecting consumer privacy and preventing fraud.

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Architectural Overview

Pitch Token will utilize ethereum Blockchain based technology to enhance its services to users in the entire ecosystem related to recruitment and human resource industry. This allows a level of transparency that was previously unrealized, while incentivizing users to adopt and use the platform. This will be done through the creation and use of Pitch Tokens. New users automatically receive some amount of Pitch Tokens to use on the platform.

Pitch Apply Blockchain based features

Early Blockchain based features under development for the Pitch Apply platform are focused on securing and validating content as for example references or certificates.

Our Blockchain technology will make the data GDPR compliant and provide the possibility to retract the applicant's data.

We will integrate courses into the Pitch Apply Ecosystem and issue the certificates through our Blockchain. We are investigating and are in close contact with other education institutions to apply this technology on a higher scale.

Integrating courses is the first step to share validated information through our Blockchain. We are investigating the potential benefits of adding fully validated employment history to the Blockchain.

Pitch Token and Technology

Pitch Token will generate a token smart contract for creation of its ERC20 Pitch Token. Tokens will be allocated to donors of ether through a devised, predetermined structure. There will be three planned stages to purchase, an early presale, a presales and a crowdsale. The limited presales will be used to generate initial funds for crowdsale preparation and development. The crowdsale will allow for maximum user adoption, development and token distribution. The Pitch Apply platform will create its own native wallet for transactional and holding purposes as part of the development plans. The wallet will be encrypted for providing maximum security to your digital assets.

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As this smart contract system evolves, the infrastructure will need to be modified to keep pace with emergent upgrades to the Blockchain protocol. From the standpoint of data storage, our platform is Blockchain-neutral, and the calls it makes to write to the platform are not married to any given coin ecosystem.

Token-Driven Ecosystem

The Pitch Apply Token bootstraps its own transaction reward ecosystem, starting with platform users who promote the crowdsale. Newly registered users will receive an amount of Pitch Token as incentive for their usage of the platform and to make use of the additional Blockchain based features to further improve their success profile. By further incentivizing users for completing their success profile through the Pitch Apply Platform the token act as reward and be spend or traded. All transactions are made to and within the Pitch Apply Ecosystem and will ultimately flow back to newly registered users.

Why Choose Pitch Token?

Pitch Apply provides a new mode of payment that is secure, efficient, stable, and exclusive to the Pitch Apply platform. By investing in Pitch Token, you can not only participate in one of the world's first Blockchain based Recruitment Platforms that has the potential to become the leading platform of the future, buying Pitch Token makes you a valuable member of the Pitch Token Community and get you the authority to ultimately control the future of this platform.

Security

Pitch Token is based on the latest smart contract technology of ethereum Blockchain, making it one of the most secure cryptocurrency. It allows peer-to-peer mode of payment so you do not have to worry about a third party getting any information or your data. All of your data is encrypted and your digital assets reserved in a wallet only you can access.

Decentralized Blockchain

The Pitch Token Blockchain is capable of handling any amount of transaction volume all the time without having the chances of the network getting down or showing any sign of sluggishness. Unlike traditional payment methods, there is not a single point of failure and all the transaction activities are open and transparent to the whole community.

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Easy Transactions

You can transfer Pitch Token to anyone- anywhere in the world as long as the recipient is connected to the internet.

Privacy

With Pitch Apply Token, users can enjoy the advantages of using a public Blockchain, while still being sure that their private information is protected.

Enormous Potential

You can be a part of a project that has the true potential of becoming the world's leading recruitment platform. More demand for the Pitch Apply Ecosystem over the time will increase the value of the Pitch Token itself. Investment in Pitch Token will profit from the rising price of Pitch Token on the market exchanges. The value of Pitch Token will increase from market demand.

Support various Wallets

Pitch Token supports a variety of digital Wallets e.g. MyEtherWallet, Mist, Metamask etc. having encryption available. The encrypted technology of these wallet would allow you to secure your Pitch Tokens, so that you can view transactions and your account balance. Be sure to follow the instructions provided on the official Pitch Apply website.

Lowest Fees

Pitch Apply Token will offer significantly lower fee than any other major online payment system.

Affordable

Our ICO is the process to distribute the coin thoroughly at the starting price. As it is the initial process, the price per Pitch Token(PCH) is still affordable at 0,00015ETH during presales and 0,0002ETH during the crowdsale. After the ICO period, the Pitch Token will be traded in the open markets. As the price is still affordable during the Pre ICO and ICO, the traders would be able to make profit due to the limited supply and the high demand of Pitch Token over the time. Therefore, this is a great opportunity for investors to acquire Pitch Token initially.

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Portable

With the current major currencies, it is difficult to carry around large amounts of money. Cash amounting to millions is risky to carry for several reasons, which is why Crypto currency investors prefer other currencies. With Pitch Apply Token, you can easily carry around a million dollars' worth of Pitch Apply Token in a few megabyte of memory.

Pitch Token Acceptability

Unlike the majority of Cryptocurrencies of which 95% is expected to never have a workable product or service and are struggling with their acceptability and mainly rely on exchanges, Pitch Apply Token will eventually be accepted all across the globe within the Recruitment and Human Resource Industry. We expect a large user base as we provide a solution for job applications that is widely applicable as more or less everyone participates in the global job market. Being a part of the Pitch Apply platform, your digital token could be used for purchasing products or services from Pitch Apply and in the near future from companies or recruitment agencies that are part of or associated with Pitch Apply who accept the Pitch Apply Token in the Pitch Apply Ecosystem.

Why an ICO

We could not imagine any better way than having the Blockchain community backing us and guiding us through this project. Pitch Apply is for you and all that have applied or will apply in the near future. We do not only value your input in any way possible, your feedback will be valuable to further build and improve the platform as the community sees fit.

Initial Coin Offering(ICO)

Pitch Apply will be launching its own ICO (Initial Coin Offering) on 15 February 2018 with a hard cap set at 30.000ETH. The ICO period will continue until 8 March 2018 after which the token sale will be locked. Our ICO is a fundraising campaign which is based on Ethereum Smart Contracts. To participate in our ICO, you must have cryptocurrency coins, which you will use to buy our tokens. During the ICO we only accept ETH.

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Pitch Token Main ICO

Our crowdsale will begin on 15 February 2018 and will run for 21 days, i.e., until the ending-date. In the crowdsale, we would be supplying a sum of 80 Million Pitch Tokens and anticipating to raise 12.000ETH for a price set at 0,0002ETH per Pitch Token(PCH) with a minimum purchase of 0,1ETH. Any amount received below 0,1ETH will be considered a donation. No bonus applies, however we do work with a referral program to earn more tokens.

People who wish to use or donate to support the new Pitch Apply Token will participate in the crowdsale by sending ETH to the project's address as provided on the official Pitch Apply ICO website. At the end of the Main ICO, each participant would receive Pitch Apply Tokens corresponding to the amount of ether or its value in US dollars they contributed.

Additional information

During the ICO, an Air Dropping session will be done for promoting and marketing the project. Those who successfully participate in the project will be updated via an email at their respective email address and a sum of agreed number of tokens would be added into their wallets as a reward.

We will be airdropping 200 million Pitch Tokens to 1 million potential users of our Pitch Apply platform. As the users and their results of using our platform will eventually determine the success of our platform, we have decided to focus on gathering potential users at an early stage.

To build a potential userbase and to introduce our Pitch token we will launch the biggest airdrop ever by issuing 200 million tokens to 1 million lucky registrants.

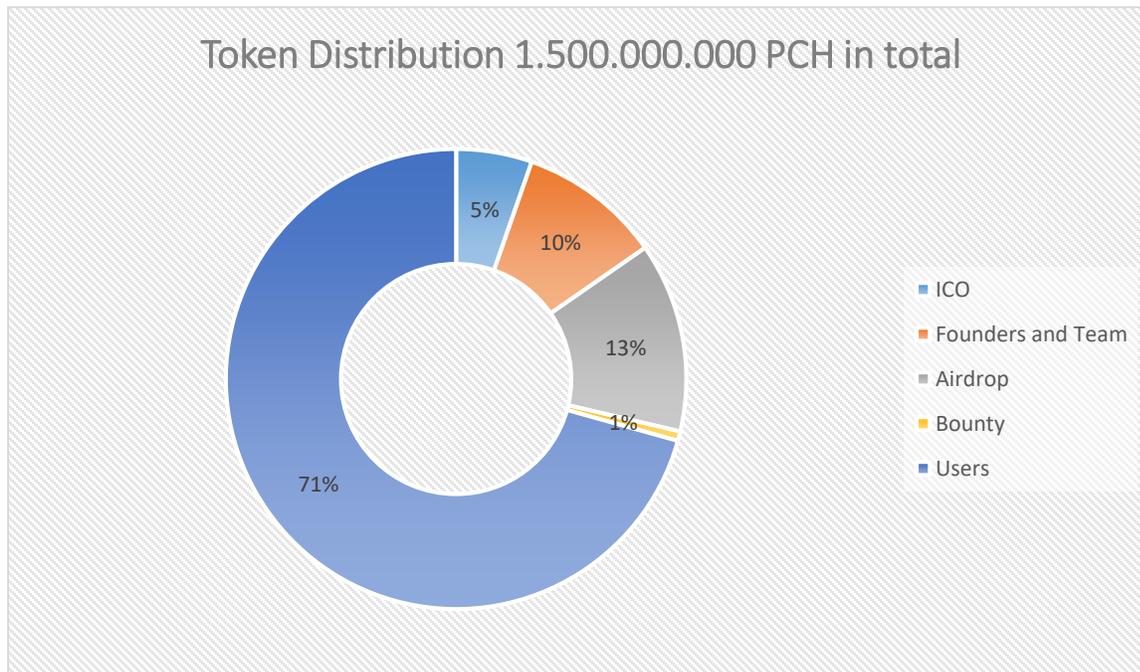
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A Referral System would also be a part of the main ICO.

After the crowdfunding ends, the tokens will be tradable on various exchanges where supply and demand would determine its value.

We use the fundamental concepts such as a hard cap, escrow, audit, bonuses, and incentives to protect ICO participants from unscrupulous projects, and avoid the Pitch Apply Token from inflation.

Token Distribution

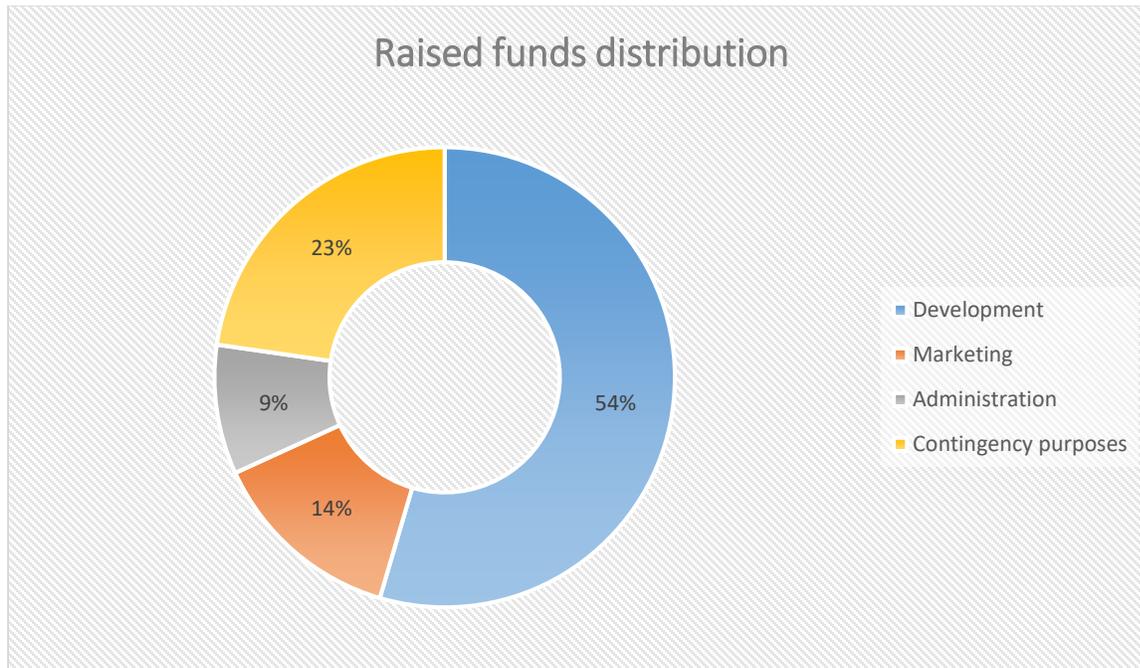


We choose to create a total of 1.500.000.000 PCH of which 80.000.000 PCH will be issued during the initial ICO. The remaining tokens and the funds raised will be managed through a foundation. The remaining PCH tokens which account for over 70% of the total supply will be managed by a foundation and gradually issued to registered users once the Pitch Apply platform is launched. The foundation will oversee the investments to develop and market the Pitch Apply platform.

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Raised funds distribution

A significant amount of the funds raised in the initial ICO will be invested in developing the Pitch Apply platform and growing the user base, and with that growing the community of token users and token demand.



- 60% of amount raised goes to development of the Pitch Apply platform and features, and the Pitch Token wallet. This also includes expanding the team for development purposes.
- 15% of Amount raised during the ICO will be allocated for marketing and to raise awareness about the Pitch Apply project.
- 10% of amount raised will be allocated for administration.
- 25% of amount raised is for contingency purposes.

Core Team

Mark Duiker

CEO

Mark Duiker is an entrepreneurial Human Resources professional. He has contributed to several startups in the finance, sustainable energy and recruitment sector. He is a Blockchain enthusiast and learned the HR trick of the traits at a top HR consultancy firm.

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He currently holds a seat in the supervisory board of two medium sized organizations. Through his studies he is specialized in Finance. He holds a large network of international business executives and has access to a wide variety of established advisors within different sectors. He will oversee the direction of Pitch Apply.

Anthony Doerga

CTO

Anthony Doerga is one of the product owners at Booking.com and responsible for the iOS and Android app Data Science/Machine Learning team. Prior to developing several career coaching ventures, he was active at renowned companies as Shell, ABN AMRO and Google. Through his studies he is an innovation expert, and his software developing skills are improving by the day. He holds a large international network within well established businesses as well as startup communities and has access to a large pool of developers and other professionals. He will oversee technical developments of Pitch Apply.

Paul Goedkoop

COO

Paul Goedkoop is a seasoned entrepreneur with an extensive track record. He has a professional mindset and he works as a personal coach and HR professional ever since. He values personal growth and he ambitions to further help others finding their own motivation and ambition in life and guiding them in this process. He holds a large network of business executives. He will oversee the day to day operations of Pitch Apply and management of personnel.

Risks and challenges

We are in the stage of optimizing the design and will frequently share mock ups with our community. Next to that we focus on creating the best team possible to further develop the platform, our Artificial Intelligence and the Blockchain based features. As it takes our A.I. time to learn and further improve it is difficult to predict the official launch, however our community can count on us giving our all to bring Pitch Apply to you as soon as possible.

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The Smart Contract System concept, the underlying software application and software platform (i.e. the Ethereum Blockchain), is still in an early development stage and unproven. There is no warranty or assurance that the process for creating Pitch Tokens will be uninterrupted or error-free and there is an inherent risk that the software could contain defects, vulnerabilities, weaknesses, bugs or viruses causing the complete loss of ETH contributions and/or Pitch Tokens. Additionally, there are other risks associated with your acquisition, storage, transfer and use of Pitch Tokens, including those that Pitch Apply may not be able to anticipate. Such risks may further materialize as unanticipated variations or combinations of the risks set out in the T&C's.

FAQ

What is the total token supply?

The total supply of the Pitch Token is 1,500,000,000 PCH(1.5 Billion).

How many tokens are you offering during the ICO crowdsale?

We are offering 80,000,000 PCH(80 Million) tokens during the ICO sale.

Which crypto currency can I use to buy the tokens during the crowdsale?

During the crowd sale, we only accept Ethereum (ETH). You can contribute your ETH to our contract address:

0xdD6022077E43f26Da29821df962527157EfcF32e

Please do not send any ETH from an exchange. You need to transfer it from your exchange to a Wallet (For example: <https://www.myetherwallet.com>) & then transfer it to the contract address.

Tokens will be issued to you automatically, as soon as the ETH is transferred successfully to the contract.

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When will I know the crowd sale contract address?

The contract address is: *0xD6022077E43f26Da29821df962527157EfcF32e* and is now shared on our website.

Important: Please note that we will never share our crowd sale contract address on any social media or chat channels. Please check the contract address only on this site www.pitchapply.com

How much Gas should I use during the crowd sale?

We recommend minimum Gas of 250,000.

How can I be sure that my tokens are not lost?

You need to make sure that the contract address is correct. Please note that we do not share the contract address through social media or in any chat channels. You need to visit the site to get the correct address. Please check the contract address only on this site: www.pitchapply.com

Do you have a minimum cap of tokens sold? What would happen if you fail to sell enough tokens?

We do not. The contract is programmed to run until the 8th of March or until the tokens are all sold out before this date. We will evaluate the result of the crowdsale and take further actions if necessary to raise enough funds.

What would happen if you raise more than you really need?

We will use the money to scale the staff around the development of the Pitch Apply platform and our wallet, and solutions we provide. We will release products and create partnerships at an accelerated rate, and the overall utility of the Pitch Token will increase.

Why should I purchase Pitch Tokens?

With our Pitch Tokens you can purchase Blockchain based features in the Pitch Apply Ecosystem.

In the near future, you will also be able to trade Pitch Tokens. People can trade Pitch Tokens based on several key factors used when deciding to trade a cryptocurrency including confidence in the team involved, the design of the solutions and the ability to solve the problems they address, whether a product exists already and its reception by the marketplace, meeting of key performance metrics, etc.

What speculative value does the token have? Why would the token price grow in a month, half a year, a year?

Our model is based on users. The more users that we have on our platform, the more companies and recruitment organizations will be interested to learn more about the users. Users can make use of the Pitch Tokens to further improve their profiles and increase their chances for success, therefore with the growing amount of users the demand for Pitch Tokens will increase. We have managed to build a large community through our airdrop who will all own, hold and/or trade our token.

What exchanges will support Pitch Token?

We are currently in the works of examining listings on several large volume exchanges that will be announced at a future date. Having been cryptocurrency traders ourselves we are well known and experienced with exchanges functioning to the satisfaction of the cryptocurrency community.

Exchanges we currently look at and are in favor of our users are:

Binance, Poloniex, Evercoin, Cryptopia, Kucoin, Bittrex, Etherdelta, Bithump, HitBTC, Huobi, Bitfinex and others.

Pitch Apply, because at one point we will all have to apply. So why not enhance this process? Your support is our validation, and your contribution to increasing worldwide success with applying.