

TRELYS NON-TECHNICAL WHITE PAPER

1 WHAT IS TRELYS?

1.1 VALUE PROPOSITION

TRELYS is a Web 3.0 creative collaboration ecosystem with its own community, agreement mechanisms, AI-enabled project management and IP protection tools.

1.2 SNAPSHOT

TRELYS will be useful and applicable to any creator seeking collaboration. TRELYS'S vision is to empower creators from ideation to distribution by:

- Providing opportunities for them to meet and cross-pollinate
- Allowing them to formalize their collaborations without hiring lawyers
- Providing 'trellises' that allow projects to flourish
- Cutting out the middlemen
- Enabling the immutable authenticity of projects
- Transforming creative work into lasting investments

1.3 OUR MISSION

Our mission is to enable a worldwide creative community to find partners and patrons, cross-pollinate culture and ideas, support each other to succeed, keep ownership of the intellectual property they create, and monetize it in a way that helps them build lasting, thriving careers.

TRELYS'S decentralized network will employ a new blockchain-enabled revenue-sharing model-- redefining the economic model of a creative network partly owned by its community of users.

1.4 TEAM

Founder/CFO: DAVID DALRYMPLE

An experienced, commercially focused and technically excellent CFO with a proven track record of profit improvement and process implementation across multiple industries and geographies. Has partnered with businesses, governments and NGOs to successfully manage large, compliance heavy contracts in the most challenging circumstances.

Non-executive director/technical officer: ATUL VARDE

Seasoned financial services technology executive with a demonstrated, sector-leading track record in innovation management and digital transformation. Combines an entrepreneurial mind-set with a passion for leveraging fintech to create positive business and societal

impact. Extensive experience in governing / managing large and complex data sets. Graduate-level training in AI.

Non-executive director/blockchain consultant: MANIE EAGAR

Manie is a global investment, mergers and acquisitions executive with over 20 years of experience driving new wealth creation, business growth and strategic innovation. A thought leader in the blockchain space, he is Director of the Bitcoin Alliance of Canada and Chair of the Digital Finance Institute.

Blockchain developers: MVP WORKSHOP

MVP WORKSHOP are Web 3.0 venture builders driven by the exploration of disruptive technologies and their application in real-life scenarios while defining, building, and growing crypto products in partnership with their clients.

2. WHY IS TRELYS NEEDED?

2.1 THE FUTURE OF CREATIVE COLLABORATION

Creative collaboration is increasingly difficult to do in person in a post-pandemic, increasingly atomized world. Geography isn't the only constraint either: there is the hurdle of trust and relationship building; it can take years to feel truly comfortable collaborating with another creator.

But what if that 'trust' were built into the system? What if that same system could match you up with a collaborator from a vast-worldwide pool to find just the right person for you to work with?

And what if all the niggles and worries of collaboration— the legal contracts, the financials, the nagging little 'grey areas'—were all taken care of so you could focus purely on the creative work at hand? And what if along with this you had the feeling of belonging to an incredibly strong creative community where every user has a personal stake in it?

Web 2.0 and its centralized, often monopolistic tendencies have dampened creativity and led to a secular downturn in the ability of those in the creative fields to make a living and thrive.

Web 3.0 is an opportunity to move on from this system and create an entirely new decentralized model that takes away middle-men and gatekeepers-- enabling creative people to retain full ownership of their IP and monetize it in a way that is sustainable and fair.

This is what TRELYS holds the promise of in a more cohesive and fully-realized form than any existing platform.

2.2 WHY BLOCKCHAIN?

Blockchain's distributed ledger technology is a way to efficiently release digital creations, simplify revenue streams, eliminate expensive middlemen and establish a point of origin for creators. Which is to say that blockchain can re-establish the way creative work is produced, bought, sold, consumed and managed in a fair and transparent way.

It also enables the creation of new shared ownership models with users becoming stakeholders personally invested in the growth and success of a platform through tokenized revenue sharing mechanisms.

As well as an intrinsic payment vehicle for use within the platform—users paying each other for individual tasks and commissioning creations-- tokens can be used for network participation, referrals, vesting, etc.

Blockchain and web 3.0 are the epicentre of a secular technological wave that will revolutionize the whole digital space and we want TRELYS to become a key player in that revolution.

2.3 HOW BIG IS THE OPPORTUNITY?

TRELYS's services span several sectors that are experiencing explosive growth including cross-border freelancing, the creator economy, NFT's and the new tokenised media landscape including music, film and publishing— all empowered by a secular shift towards WFH and more fulfilling careers.

Some facts:

- It has been estimated that freelancing contributed \$1.2 trillion to the US Economy in the year 2020.
- It has been estimated that 375 million people will need to reskill or change jobs by 2030 due to technological change.
- According to Crunchbase data, human resource technologies attracted \$3.6 billion in venture funding in 2021.

The race is on.

3.1 FEATURES OVERVIEW

TRELYS will provide a full-stack creative collaboration ecosystem:

1. P2P community framework/profile creation
2. Collaborator matching
3. Creator agreements
4. Project management tools

5. IAP (Intellectual Asset Protection)

P2P COMMUNITY FRAMEWORK

One of the key goals of TRELYS will be to create a global creative 'salon' with a strong feeling of community, a powerful unifying ethos, and easy to use channels of direct communication that will lead to powerful network effects.

TRELYS will also have two potent growth generators built in that will enable it to get off to a 'hot start':

1. Its native token TRELYS will empower its community of participants to benefit from the platform's network growth effects by having a personal stake in it. TRELYS engagement rewards will power UA and engagement; the more users are on the platform the more rewards they get both tangible and intangible. They will be rewarded with tokens when they collaborate; tokens will have value outside the platform and be listed on all the major crypto exchanges.
2. As the platform builds out its community and ecosystem it will develop an ongoing series of dedicated discord channels where the membership can communicate on a more informal basis. These channels will be great incubators of ideas and feeder channels into the main platform where more formal collaboration will take place.

NB: Users will be encouraged to make a personal statement with their profiles, allowing them to 'set out their stall', attract collaborators, and curate/build their creative brand.

COLLABORATOR MATCHING

Users will be able to post projects on a platform noticeboard as well as being sent a curated list of potential collaborators chosen by the platforms' algorithm. They will also have the option, depending on subscription level, to pitch their project to higher profile collaborators and/or work with mentors who can help them lift their game.

COLLABORATION AGREEMENTS

With its 'one-click 'handshake' agreements TRELYS formalizes the collaboration process, taking away trust issues so that collaborators can concentrate on the creative aspects of a project.

PROJECT MANAGEMENT

Collaborators will be able to 'trellis' a project from start to finish using powerful, effective project management tools.

IAP: INTELLECTUAL ASSET PROTECTION

TRELYS will provide users a 'one click' solution so that any digital asset of any size and format can be quickly registered online to prove existence, ownership, and development over time, in real-time.

In one click the entire contents of a project will be certified and proven forever via a special blockchain transaction that contains both a cryptographic fingerprint of a users IP assets and a proof of ownership so they can iterate, develop, refine, share, sell or license their work knowing it's protected.

Applicable to many creative fields including:

- Games and software
- Art works
- Music
- Film and TV
- Fashion design
- Product design
- Architecture

4. MARKETING & GO TO MARKET

4.1 PRE-ROLLOUT STRATEGY

INVITE ONLY

Similar to the original LinkedIn UA model, TRELYS will establish an exclusive original user-base of around 2000 high-profile members of the worldwide creative community. At this stage, barriers to entry will be high: members will need to be prominent within their industry and fit in with the ethos of TRELYS.

This OG user base will create an exciting buzz around the platform that will prove irresistible catnip when the doors are opened to a more general membership.

CELEB-ORATIONS

'Celebrity collaborations' will help to launch the network with a bang. These will feature unusual teams (think Snoop Dog and Martha Stewart, Brian Eno and Billie Eilish or Jeff Koons and David Lynch) bringing really exciting and unusual skill sets to a test collaboration within the platform framework that both demonstrates the product and anchors it in the public's mind.

4.2 TOTAL ADDRESSABLE MARKET

- DIGITAL TALENT 300 BILLION
- PAYMENT PROCESSING 75 BILLION

- DEBIT/CREDIT CARD 91 BILLION
- DEFI 60 BILLION
- HUMAN RESOURCE 75 BILLION
- TEAM COLLABORATION 300 BILLION

4.3 MILESTONES:

1. Deal papered/seed investment JULY 2022
2. App development starts AUG 2022
3. TRELYS VERS 1 MVP DEC 2022
4. TRELYS initial marketing push JAN 2023
5. TRELYS token Private Sale and pre-Sale JAN 2023
6. TRELYS ICO FEB 2023
7. TRELYS payment rails MAR 2023
8. TRELYS network + wallet launch MAR 2023
10. TRELYS blockchain full integration APRIL 2023
11. TRELYS VERS 2 with full suite of features MAY 2023

5.0 CROSS CHAIN WALLET

At the core of the TRELYS offering will be a market-leading, self-custody cross-chain wallet capable of supporting a wide range of tokens.

5.1 REVENUE STREAMS

The TRELYS ecosystem is designed to be efficient and economical for users. The company will generate revenues from:

Subscriptions: tiered system: freemium/silver/gold/platinum

Transactions: 10% on project fees

On-chain escrow service Fees for completing P2P payments

Staked token pool Yield farming

NB: A portion of the ecosystem's net income will be allocated to network bonuses and rewards. The network value will accrue to token holders.

5.2 TOKEN ECONOMIC MODEL

The TRELYS TOKEN economic model is designed to maximize:

- Alignment of incentives for all stakeholders
- Economic rewards for users
- Creation of network effects

5.3 STAKING

A way of earning rewards for holding a TRELYS token; it will happen via a “staking pool” similar to an interest-bearing savings account. Staking incentivizes holders to keep their tokens longer, creating price stability for the coins.

The initial staking rewards will start at 15% APY and decrease logarithmically as more users utilize the platform.

5.4 HOW ARE TRELYS TOKENS EARNED?

Every user receives TRELYS rewards at a base rate. When users perform tasks that help grow the value of the network, they will earn TRELYS tokens at a bonus rate. Users can earn TRELYS in the following ways:

ENGAGE TRELYS: Log in every 24 hours to claim TRELYS rewards.

GROW THE NETWORK: Invite others to join the network. The more people one invites to join the higher the bonus rate.

COMPLETE YOUR PROFILE: Users can complete (or upload) their profile to earn more TRELYS.

VERIFY YOURSELF: Verification of credentials like certificates, awards, and degrees.

REFFERALS: Invite people to transact on TRELYS to earn TRELYS tokens.

PERFORMANCE BONUSES: TRELYS generates an internal user performance rating (via COLLABO-RATE). Ratings are based on peer reviews on performance metrics and network contribution and are designed to recognize and promote excellence.

NB: TRELYS tokens are allocated in a performance pool to reward users with the highest ratings.

6. TRELYS TOKENOMICS

Token Sale Pricing

Token sales	Tokens	Price	Date
Pre-sale 1	5m	\$0.17	June 2022
Pre-sale 2	10m	\$0.21	early July 2022
Pre-sale 3	15m	TBD	late July 2022
Initial exchange offering	30m	TBD	August 2022

Use of Proceeds from the Seed raise

Marketing 30.0%
Build 40.0%
Contingency 10.0%
Operations 15.0%
Legal & Compliance 5.0%

Target TRELYS Token Distribution

Liquidity 3.0%
Reserve 10.0%
Rewards 39.0%
Seed 2.0%
Private 2.0%
Community Sale 15.0%
Team 20.0%
Advisory/partner 6.0%
Ecosystem fund 5.0%

6.1 TOKEN VALUE

TRELYS will implement several strategies to preserve token value:

1. Lockups: All token allocations (other than a portion of the community sale) will be subject to lock-up provisions.
2. Buy & Burn: TRELYS intends to apply 10% of net quarterly profits to purchasing TRELYS on the open market and burning the tokens.

6.2 KEY TECHNOLOGIES AND ARCHITECTURE

TRELYS TOKEN

TRELYS will initially be an SPL token. After migration to ICP, the SWPL contract will continue to be used to settle final transactions on the SPL mainnet ledger for staking and governance. All other smart contract executions will transition to Motoko contracts on ICP.

SOLANA/ARWEAVE

The TRELYS smart contract infrastructure and back-end will be built on top of the Solana blockchain.

Building on Solana will allow TRELYS to achieve scalability at the smart contract level and provide fast (65k + TPS without sharding) and nearly free transactions to occur on the platform -- while still maintaining a high level of security and decentralization provided by other chains such as Ethereum.

The wormhole bridge will also enable crosschain activities between Solana and Ethereum.

Solana has set up a very large budget for grants in which TRELYS hopes to take advantage of. This will not only give TRELYS a potential boost of capital, but also align itself with the Solana community and gain strategic partnerships with developers and leaders of Solana.

7.0 PATH TO PROGRESSIVE DECENTRALIZATION

TRELYS is committed to decentralizing elements of the ecosystem where doing so adds value and increases trust while not compromising the security and efficiency of the network and core services it provides. This strategy will include forming a foundation, taking ownership, and controlling community assets that cannot be transferred to community ownership via smart contracts and governed by holders of the TRELYS token.

8.0 CONCLUSION

Join the revolution to disrupt the technology monopolies that have turned users into a product, do not include them in a platform's growth, provide any financial rewards, and are often burdensome with their policies on user data access and fees.

At TRELYS, we believe the users are the network and therefore should be part owners of the ecosystem. We have designed a network with a new ownership model that will unlock greater value for all participants of the global creator/talent market.

The TRELYS ecosystem represents a new generation Web 3.0 infrastructure that will disrupt the global creator/talent market and more efficiently reward and align the incentives of all its participants.