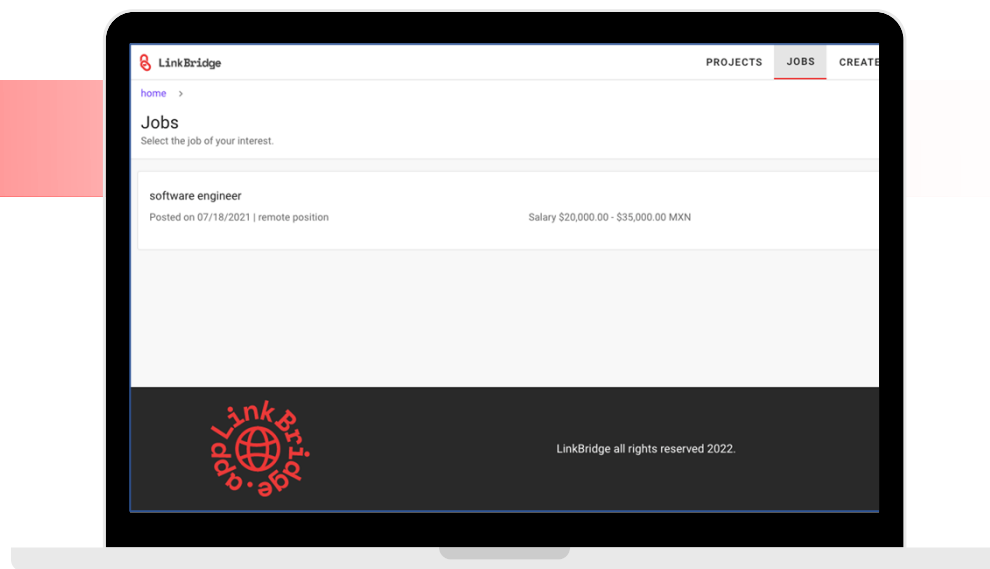


# The Blockchain-based Start-ups Arbiter Connecting them with Investors and Professionals.



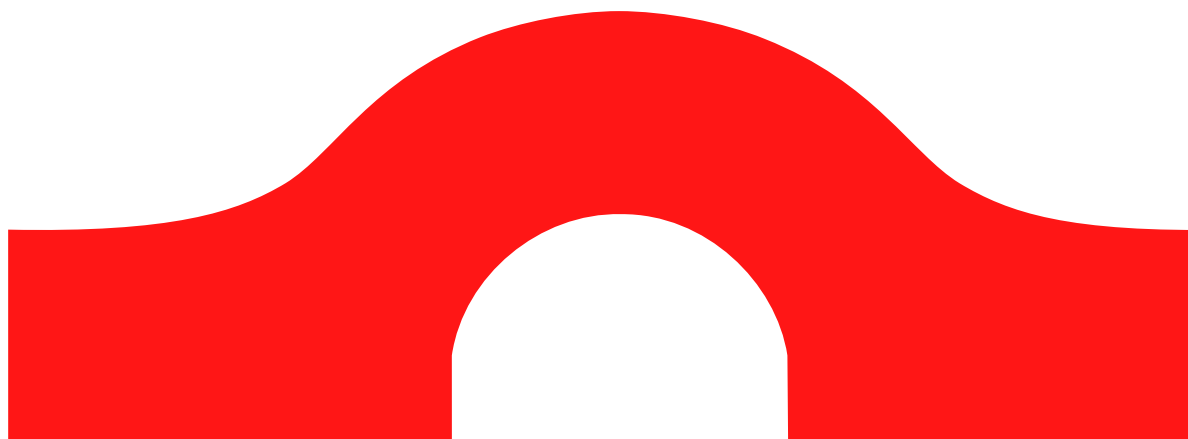
<https://linkbridge.app/>  
[team@linkbridge.app](mailto:team@linkbridge.app)



# Contents



■ Abstract .....	1
■ Introduction .....	2
■ Problem Situation .....	4
■ Solution .....	6
■ LNKB Token Usage Guidelines .....	8
■ Token Economics .....	12
■ Roadmap .....	15
■ Team .....	16
■ Conclusion .....	17
■ Bibliography .....	18



# Abstract



Many entrepreneurs do not develop their projects due to the lack of having access to capital. Applying for loans could require lengthy processes and on-branch attendance in financial institutions for the purposes of identity verifications and documents submission. On the other hand, some people do not know how to wisely invest their money. And Professionals seeking jobs offers sometimes rely on traditional job means to find jobs and get connected with the entrepreneurs, including recruitment agencies and social media. Blockchain technology could be used to overcome the mentioned problems. Yet, there is still a long way to go for its mainstream adoption. For instance, purchasing goods using cryptocurrencies directly at vendors in many countries is still not acceptable.

LinkBridge is a Mexico-based registered company offering an ecosystem aiming at connecting start-ups with investors and professionals. LinkBridge is all about boosting the entrepreneurial ecosystem of start-ups and increasing their chances of success using synergies. This whitepaper discusses in detail certain mentioned business problems and how LinkBridge is offering efficient business solutions aiming at tackling those problems.

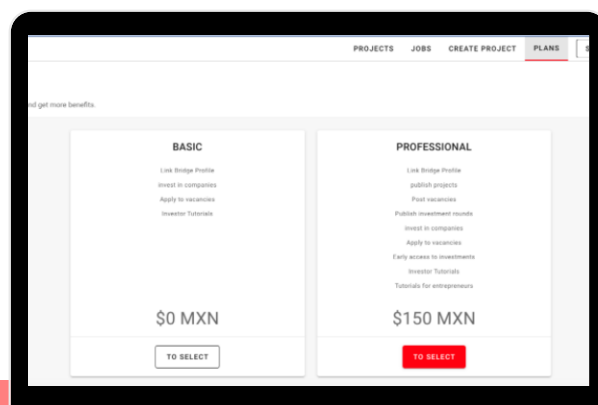
Keywords: start-ups, investors, professionals, freelancers, blockchain, LNKB, LinkBridge, token, blockchain.

In 2015, entrepreneurship was on the rise in Mexico, reaching 1 in 5 persons (21 percent), with a growing participation of both young people and women, who were motivated by a desire for opportunity and advancement (Naranjo, Campos, & Ló, 2016). The Fintech ecosystem in Mexico continued to show excellent dynamism. Since 2016, the number of Fintech ventures in the country has grown at an average rate of 23 percent per year, according to the latest edition of the Fintech Radar of Mexico that Finnovista has prepared with data extracted in the framework of data collection for the III Report Fintech in Latin America 2020 held in collaboration with the Inter-American Development Bank (IDB). According to the same source, Mexico identifies 441 Fintech startups in the country, which represents an annual increase of 14 percent in the number of those start-ups (Finnovista, 2020). Almost one third of startups in Mexico operate in the financial services sector, followed by healthcare, information and communication technologies (ICT), and education. Startup ecosystems are distributed within Mexico. The start-up ecosystems are more distributed in Mexico, with 32 percent of start-ups are in Mexico City; 10 percent in Guadalajara; and 8 percent in Monterrey (Oficina Económica y Comercial de la Embajada de España en México, 2018).

However, there are people who do not know how to wisely invest their money. Many entrepreneurs do not develop their projects due to the lack of having access to capital. According to the 2019 Economic Censuses, the life expectancy of businesses in Mexico was 7.8 years (a figure that varies based on the sector) due to weak finances, lack of goals and poor planning. Furthermore, the Center for the Development of Business Competitiveness revealed that 8 out of 10 Mexican companies fail during the first 2 years of existence. Since between 2019 and 2020, 20.8 percent of companies in Mexico ceased to exist; the business death rate increased in 2020 because of the COVID-19 pandemic, according to the 2020/2021 Business Demography Study, carried out by the National Institute of Statistics and Geography (INEGI) (Arzate Noticias, 2021).

In addition, Professionals seeking job offers sometimes rely on traditional job means to find jobs, including recruitment agencies and social media. While, over 85 percent of businesses say social media helps them locate and engage inactive job searchers, according to a recent poll, (Apollo Technical, 2022) the average employee remains at a job for 4.1 years (the United States Bureau of Labor Statistics, 2020).

Moreover, applying for loans could require lengthy processes and on-branch attendance in financial institutions for the purposes of identity verifications and documents submission. Purchasing goods using cryptocurrencies directly at vendors in many countries is still not acceptable.





One of the Mexican ecosystems that has been brewing for a while now is “Startuplinks”, which offers, according to its web page, upon the registration of a startup, the ability to find mentors, strategic alliances and funds (Startuplinks, 2022). According to Statista, in North America alone, crowdfunding raises \$17.2 billion every year (Statista Research Department, 2021).

And this number is continually increasing; forecasts for the crowdfunding industry indicate that it will reach stratospheric heights in the coming years.

For the following four years, it is predicted that it will reach a compound annual growth rate of 14.7 percent by 2030 (Statista Research Department, Crowdfunding, 2021), the

total amount of money raised through crowdfunding is expected to surpass \$300 billion (Jain, 2018). According to Business Wire, this

expansion is expected to generate an additional \$89.72 billion by 2022 (Maida, 2019).

LinkBridge is a Mexico-based registered company offering an ecosystem aiming at connecting start-ups with investors and professionals. LinkBridge is all about boosting the entrepreneurial ecosystem of start-ups and increasing their chances of success using synergies. The following sections discuss in detail certain mentioned business problems and how LinkBridge is offering efficient business solutions aiming at tackling those problems.

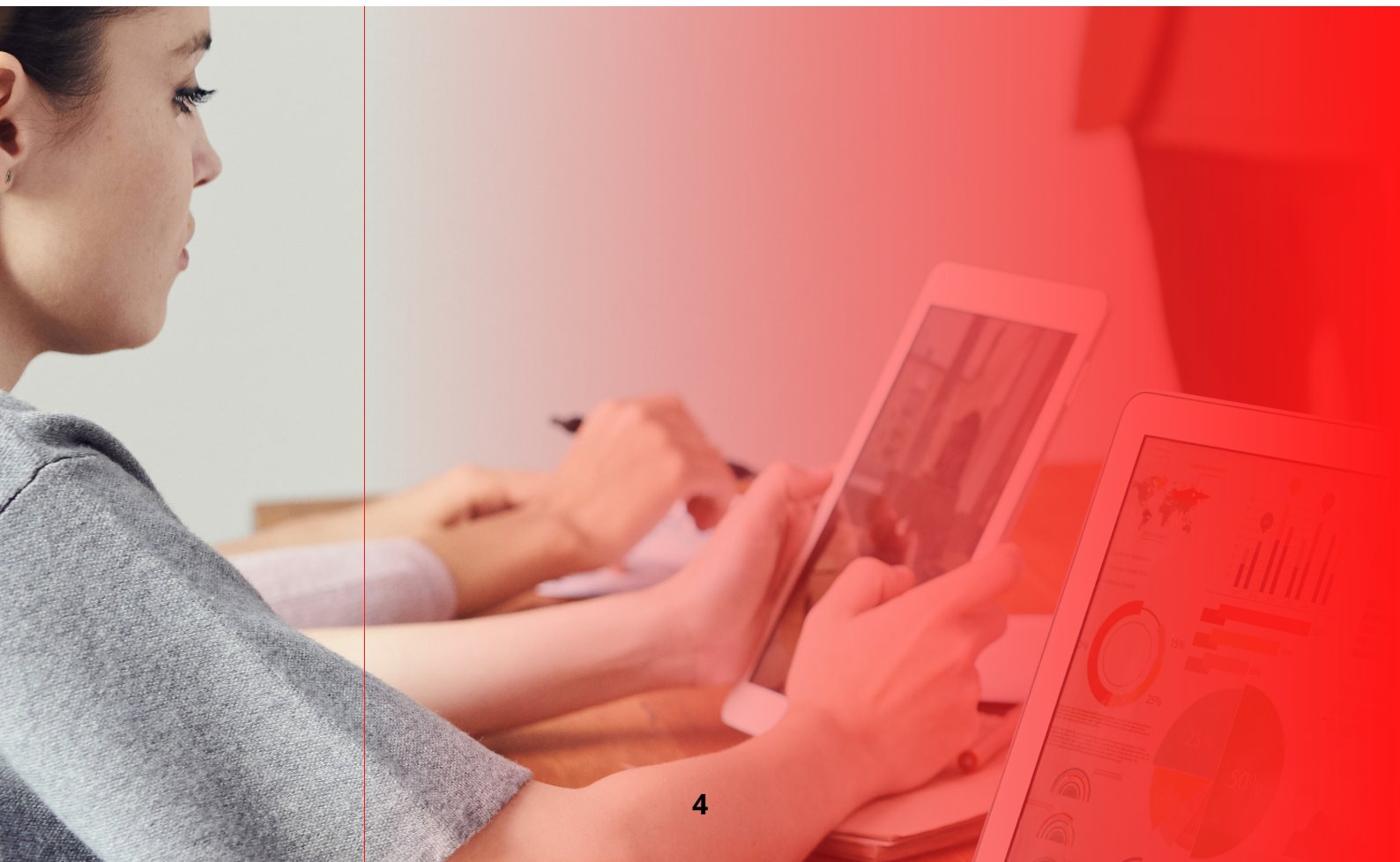


# Problem Situation



According to CB Insights Why Startups Fail: 2021 Report, the top reason of why start-ups fail is because they fail to raise new capital (CB Insights, 2021). Also, based on the survey, published by Statista, carried out among start-up owners, the main reasons why their businesses did not work out were running of funds, with 38 percent (Szmigiera, 2021). Furthermore, as previously mentioned, 80 percent of companies that get established in Mexico last around 2 years. Most startups encounter issues such as a lack of experienced leadership, procedures, and resources. The issue is exacerbated by the fact that technology companies often demand significantly more resources throughout the development phase.

Because of the high cost of technology development, most startup owners are unable to provide sufficient collaterals for a standard company loan. What is even more shocking is the fact that the top 3 start-up funding resources are personal investments, family or friends aids and credit cards (McKeon, 2022). More than that, venture capitals are increasingly investing in later-stage startups, with investment amounts typically exceeding 1-2 million dollars (Ann Arbor Spark, 2022). As a result, there is a need for organizations prepared to provide small amounts of money and other resources to companies in their early stages.



# Problem Situation



Beside looking for capital, start-ups look for experts and professionals to do certain tasks during the early and important stages. Some sources claim that 79 percent of job seekers say they are likely to use social media in their job search and this increases to 86 percent for younger job seekers (Turczynski, 2022). This begs the question of whether social media has been effective in terms of job hunting. According to a survey from Clutch, “More than 1 in 10 recent hires (14 percent) found their current role through social media” (Delgado, 2018). LinkedIn claims to be the World's Largest "Professional" Network. However, it does not allow a person to be able to generate money on their site easily. They do not pay content providers directly. With intensive and creative kind of effort, one can discover audience and potential buyers of products and services for free. Freelance websites connect service providers with recruiters. Finding a trustworthy service provider and agreeing with him/her on methods of payment could be time-consuming and inconvenient in many cases. There is a rising need for a trustworthy mechanism that facilitates recruitment and business transactions between recruiters (start-ups) and service providers.

Many people invest in cryptocurrencies because they see their long-term potential as financial instruments alternative to the traditional financial system. Cryptocurrency has been a growing trend in retail. However, a lot of retailers are still neither willing nor able to process cryptocurrency payments. The more retailers accept cryptocurrencies, the more cryptocurrencies would become acceptable. The distributed ledger technology aims at facilitating financial transactions, offering privacy, security, transparency, and traceability. Those financial transactions could become the solution needed for facilitating business transactions between start-ups and job seekers, but without mainstream adoption, including that of retailers, some start-ups could be reluctant to use blockchain technology for payments. Similarly, some professionals might not feel comfortable accepting cryptocurrencies as means for payment. And some investors might not be interested investing in FinTech projects using blockchain technologies. The next section discusses the solution offered by LinkBridge to tackle the mentioned problems.



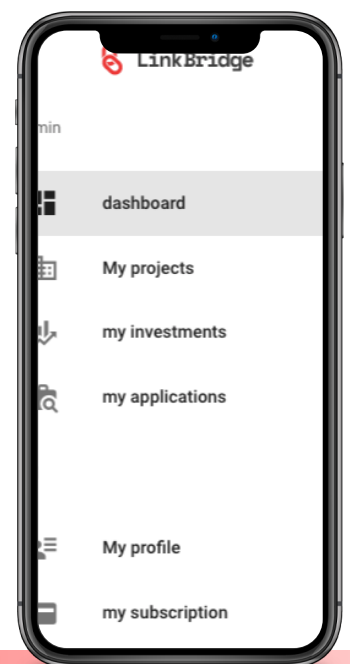
# Solution



Decentralized finance,<sup>1</sup> or DeFi, may be regarded of as the financial infrastructure of cryptocurrencies' landscape. Proponents of cryptocurrencies, like Linkbridge, hope to expand the DeFi ecosystem to the point where it can compete with traditional banking. DeFi still has a long way to go before it can disrupt global banking, which is a multi-trillion-dollar business in terms of market capitalization. However, the DeFi industry, as measured by total value locked in contracts, easily reached \$50 billion in 2021, according to some estimates (Bezek, 2022). Over the last few years, DeFi has experienced incredible development. What is it that is luring so much money into the DeFi market? Simply defined, decentralized finance intends to build out many of the same tasks as traditional banking, but with a few key differences, one of which is to get decentralized financial services without having to go via a traditional financial institution. And LinkBridge provides solutions to the problems mentioned in the previous sections through multiple DeFi solutions.

LinkBridge is a Mexico-based registered company offering an ecosystem aiming at connecting start-ups with investors and professionals. LinkBridge is dedicated to increase the chances of start-ups' projects to be successfully implemented. In other words, LinkBridge aims at becoming a unique bridge between the mentioned parties.

By using the LinkBridge App, start-ups, investors and professionals would be able to easily connect with each other. Moreover, the Ethereum blockchain-based token, LNKB, AKA LinkBridge Token, was created for different purposes aiming at strengthening and facilitating business transactions between the three main mentioned stakeholders: start-ups, investors, and professionals. Furthermore, LinkBridge is in an alliance with Booster Capital, a SOFOM ENR (Sociedad Financiera de Objeto Múltiple) in Mexico - a special type of Mexican financial entity which can grant loans. Accordingly, the App will be used to facilitate loans applications and acquisitions, since LinkBridge will be connecting borrowers with lenders. Finally, LinkBridge will release a cryptocurrency-loaded prepaid debit card that can be used to make online and in-store purchases from vendors who do not accept cryptocurrency.



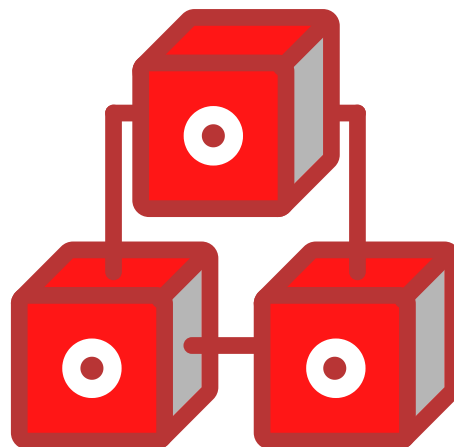
<sup>1</sup> It is the opposite of centralized finance, also known as CeFi.



By helping different stakeholders accomplish the mentioned goals, LinkBridge would be able to generate income through the following means:

- Subscriptions / Memberships
- A percentage share of Start-ups.
- Consultation fees
- Participation in projects
- Certifications
- Entrepreneurship courses
- Networking forums
- Referrals
- A certain percentage ownership of the LNKB token

The implementation of LinkBridge would take place in three stages. Stage 1 is to start as an ecosystem that is able to privately offer securities for the first 100 shareholders per company. In stage 2, LinkBridge would focus on the niche of Technology companies that are regarded as a market places. For stage 3, LinkBridge would focus on Financial Technology companies, also known as ITFs<sup>2</sup> in Mexico.



<sup>2</sup> Instituciones de Tecnología Financiera (ITF).

# LNKB Token Usage Guidelines



LinkBridge is all about boosting the entrepreneurial ecosystem of start ups and increasing their chances of success using synergies. While the average success percentage of crowdfunding initiatives is 22.4 percent, (The Crowd Funding Center, 2022) LinkBridge aims at allowing at least 25 percent of the companies that use its App/platform prosper (Shepherd, 2020).

By using the LinkBridge App and LNKB token, investors, start-ups, and professionals would be linked. Start-ups would be able to sign in and receive free LNKB tokens during an airdrop period. Also, they would be able to pay hired professionals for work done.



## Start -ups

- Sign in to receive free LNKB during the airdrop period.
- Pay technicians for the work done.
- In the future: receive funds from investors in LNKB.
- Pay for loans.



## Investors

- Sign in to receive free LNKB during the airdrop period.
- Buy LNKB to pay for a certain package, this could include the ability to seal a deal through the platform, see contact information like email, phone number, registration information of the start-up, and trigger direct communication.
- Invest in the token for ROI.
- In the future: invest in start-ups using LNKB to buy a certain percentage of a company's share.



## Technicians, developers, experts, writers, content creators, etc.

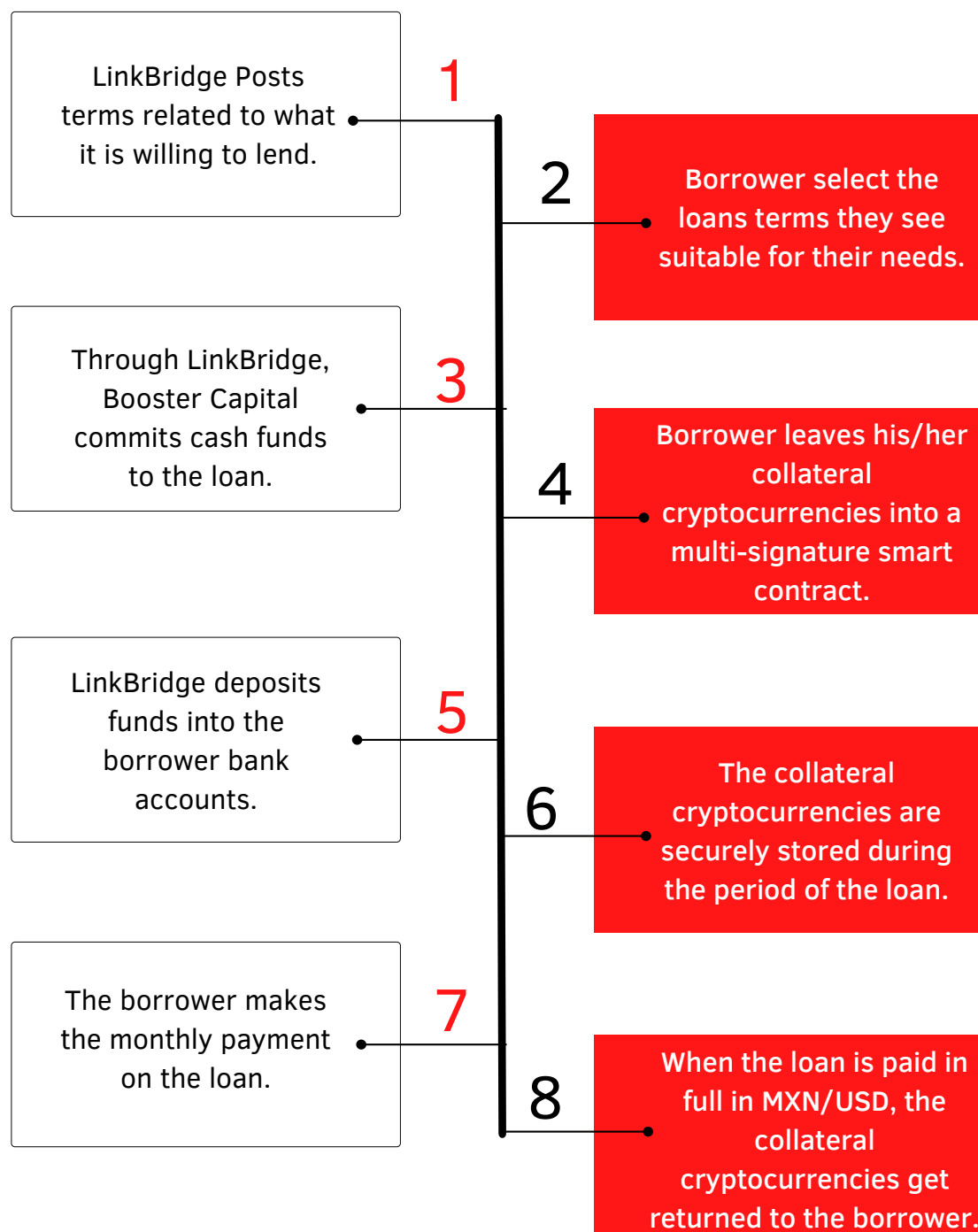
- Sign in to get free LNKB during the airdrop period.
- Get free tokens for referrals.
- Getting paid in LNKB for tasks.
- Keep LNKB for appearing in the leaderboard.
- Getting tipped in tokens.
- Use the LinkBridge pre-paid debit card (applies to normal people too).

Investors would be able to sign in using the App to receive free tokens during the airdrop period as well. Added to that, they would be able to buy certain investors' packages, which include the ability to seal deals through the LinkBridge App/platform, see contact information of start-ups like email, phone number, registration information of the start-up, and trigger direct communication with them. In addition, investors would always have the option to Invest in the LNKB token for it offers the potential of high returns.

# LNKB Token Usage Guidelines



For start-ups, by using the LinkBridge App, they would be able to get connected with professionals and freelancers for recruitment purposes. In that case, start-ups would be incentivized to buy and/or accumulate LNKB for the purpose of paying those hired professionals. Additionally, to help start-ups<sup>3</sup> further, beside the fact that they would be easily connected with investors, the LinkBridge App would allow them to apply for loans. The following is an illustration of how the lending feature works:

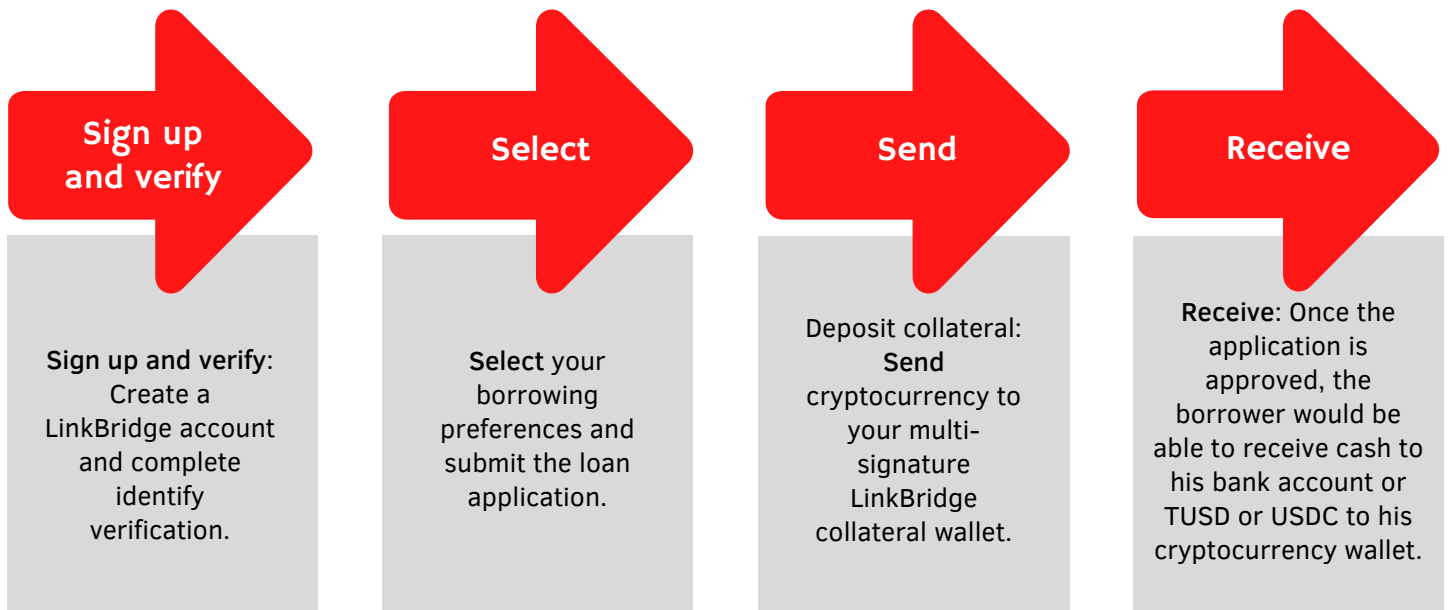


<sup>3</sup> Not only start-ups, but any person could apply for loans.

# LNKB Token Usage Guidelines



From the user's side, lending would be accomplished in four steps, one of which is related to the use of a multi-signature wallet. <sup>4</sup>



It is to be noted that in case of lending, LinkBridge is planning to apply the loan to value ratio (LTV). The LTV ratio is computed by dividing the loan amount by the collateral LNKB appraised value, represented as a percentage. Also, lending is not a feature offered exclusively for start-ups. In fact, any person with the complying with the required criteria would be able to benefit from the lending feature.

## Loan to Value

### Example:

- You currently have a loan balance of \$140,000.
- Your crypto collateral appraises for \$200,000. So, your loan-to-value equation would look like this:
  - $\$140,000 \div \$200,000 = .70$
  - Convert .70 to a percentage and that gives you a loan-to-value ratio of 70%.
- **At 75%**, we offer you a heads-up, advising you to keep a closer eye on your loan because your collateral is depreciating in value.
- **At 83%**, we advise you that things aren't looking so hot, and you should consider repaying a portion of the loan or putting up additional collateral.
- We give a last warning at **88 %** to let you know that if you don't pay back some of the loan or deposit more collateral, your assets are at risk of being, liquidated.
- LinkBridge is contractually compelled to liquidate a portion of your collateral at **90.91%** in order to protect its lending investment.

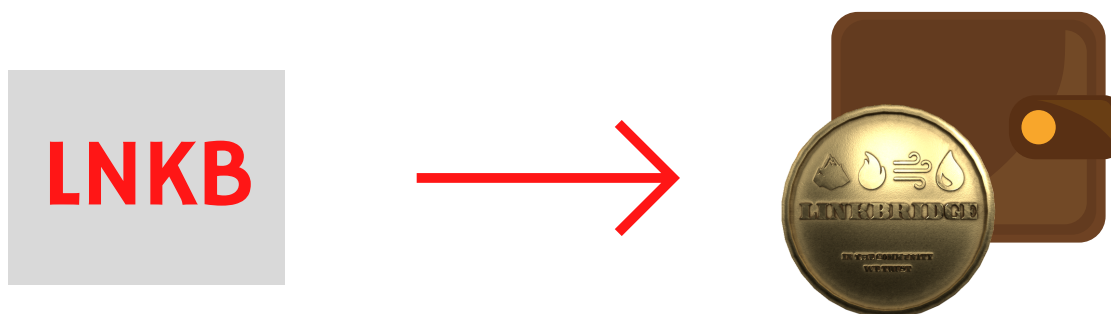


<sup>4</sup> It is a wallet that allows both LinkBridge and borrowers, by using a smart contract, to hold collateral LNKB and have access to them. Sending a transaction from that wallet requires permission 2 out of 3 approvals by three parties: the borrower, lender and LinkBridge.

# LNKB Token Usage Guidelines

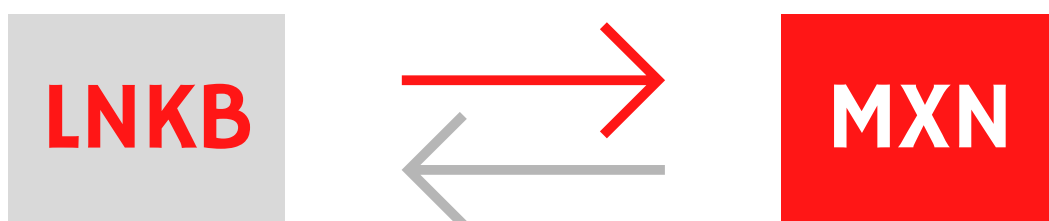


When it comes to professionals, freelancers, and job seekers, like developers, experts, writers, and content creators, beside the fact that they would be able to sign in to get free tokens during the airdrop period, they would also be able to receive free tokens for referrals. More than that, they will have the option to get paid in tokens for tasks they accomplish. On top of that, the LinkBridge platform will contain a leaderboard that displays Professionals at the top of a list based on the amount of LNKB tokens they hold. The purpose of having this feature is to provide freelancers and professionals with a competitive atmosphere that would encourage them to accomplish more tasks and get paid in LNKB for the purpose of appearing on top of the leaderboard.



Finally, since LinkBridge is using blockchain technology, it understands the need for mainstream adoption of cryptocurrencies. The average person and cryptocurrency user shall be able to have an efficient, but easy way to access financial services. That is why, LinkBridge would help not only start-ups, but also that average person to apply for loans by using a cryptocurrency as LNKB as collateral. More than that, people would also be able to pay for goods and services using the LinkBridge pre-paid crypto debit card that could be loaded with LNKB token. In addition, as previously mentioned, LinkBridge applied for the FinTech license. Once obtained, LinkBridge would allow its users use the LinkBridge App to exchange LNKB for MXN and viceversa.

The next sections discuss the LNKB token economics, supply and utilities, the smart contract that was used to create it, where to buy it and expected token market capitalization within the first year of launching the App.



# Token Economics



This section explains the utility of the LNKB token. The more utilities, the better. There are three parties involved in the LinkBridge App: investors, start-ups, and professionals. LNKB will be used for the following purposes:

- Airdrops.
- Value investing.
- Earning it for referrals.
- Paying for investors' packages.
- Paying for goods using the prepaid debit card.
- Paying professionals for tasks accomplished for start-ups.
- Accumulation to appear on the leaderboard.
- Allocation for LinkBridge Core Developers.
- Gifting it.
- Using it as collateral for loans.

The token name is LNKB and was created using the ERC-20 standard and the solidity smart contract ERC20PresetFixedSupply.sol located in the OpenZeppelin Contracts library in GitHub, pursuant to the OpenZeppelin SPDX-License-Identifier: MIT (OpenZeppelin, 2022). The smart contract was deployed on the Ethereum blockchain. It is verified and can be found on [EtherScan](#) by looking for the contract address 0xAefDA5C5DD0D1C607523f3e0eF3ea3E4EC8c2C64 (Etherscan, 2022). The token supply is 600,000,000 LNKB.

When it comes to the token distribution, 10 percent of the supply of LNKB would be allocated for the LinkBridge core developers. Consequently, 90 percent of the total token supply would be released in the market. The token is currently listed in [Uniswap](#) as a pair with USDT (Uniswap, 2022). Further information related to the LNKB/USDT trading chart and activity is in this [link](#) (Uniswap, LNKB-USDT Pair, 2022). Once LinkBridge gains access to capital, liquidity will increase, and LNKB will eventually get listed in centralized exchanges as well. <sup>5</sup>

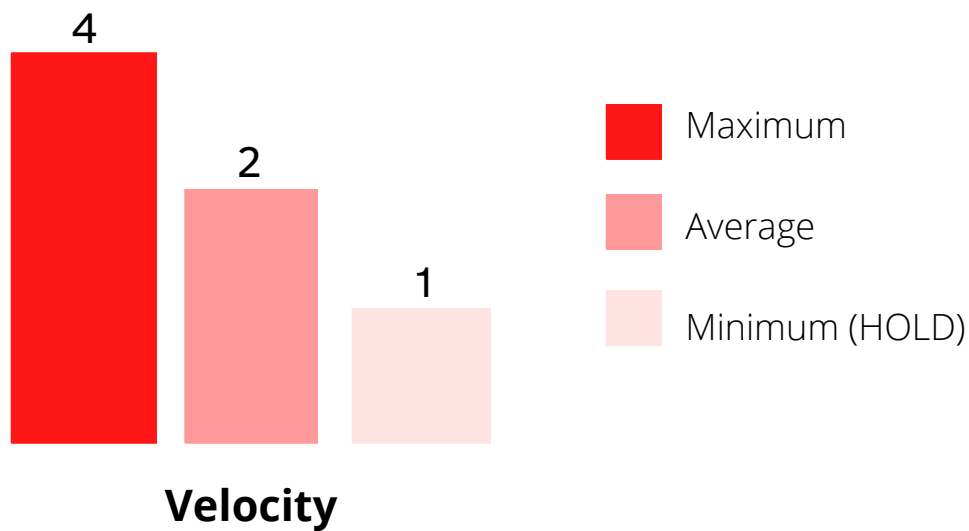
<sup>5</sup> It is to be noted that even though LinkBridge owns 10 percent of the token supply, the company has no intention of selling the tokens in one go or dumping its value. Even though this commitment can be regarded as obvious information, it could be an important assurance for the LinkBridge investors, shareholders, and stakeholders.

# Token Economics



LinkBridge	Circulating Supply	Total Supply
10%	90%	100%
60,000,000	540,000,000	600,000,000

## Token Velocity



# Token Economics



When it comes to token velocity<sup>6</sup>, there are 4 expected scenarios:

- A receives an airdrop or tokens for work done (1) => A HODLs for value or to appear on leaderboard (0).
  - Start-up sends A (1) => A gifts or sells to B (1) => B HODLs (0).
  - Start-up sends A (1) => A sells token to B who is an investor (1) => B uses token to buy an investor package or invest in a start-up (1).
  - Start-up sends A (1) => A sells token to B (1) => B sells token to C at a higher price (1) => C HODLs (0) or buys an investor package or invest in a start-up (1).
  - Therefore, the average token velocity of LNKB is 2.
- 
- Since Token Velocity = Total Transaction Value (Volume) / Market Cap (Average Value of the Network).
  - Therefore, there is a direct relationship between velocity and the total transactional value.
  - If one flips the formula around, one will get: The Average Network Value (Market Cap) = Total Transactional value (Volume) / Velocity. This means, the higher the token velocity, the less the average network value (an inverse relationship).
- 
- Token Velocity = 2 .<sup>7</sup>
  - Expected market cap within the 1st year from launching the App = \$164,000,000.<sup>8</sup>
  - Volume = Token Velocity x Market Cap = \$328,000,000.
  - 2<sup>9</sup> = 328,000,000/164,000,000.

To calculate the expected token price within the first year from launching the LinkBridge App:

- Quantity = 600,000,000 LNKB.
- Circulating Supply = 540,000,000 LNKB.
- Market cap = price x circulating supply.
- Expected Price = Market Cap / Circulating supply = \$0.30.<sup>10</sup>

<sup>6</sup> The token velocity is the number of times a token changes hands during a certain period of time. Token velocity is calculated by dividing the total transaction value by the average network value. This indicates that the average network value is equal to the total transaction value divided by the velocity. Velocity is usually measured once a year. If there are no transactions, the token has no liquidity and its velocity is 0.

<sup>7</sup> That is low. = high market cap.

<sup>8</sup>This has been calculated after doing marketing research and gathering data related to like (not similar) blockchain-based projects.

<sup>9</sup>Token velocity.

<sup>10</sup>While the USD has a velocity of 7, bitcoin velocity is currently below 1. If LNKB token velocity is 2, this reflects the strength of the token in terms transaction value.



# Roadmap



Alpha version of the LinkBridge App

2021 Q4

Listing the token on Uniswap/publishing the white paper

2022 Q1

Listing the token on CoinMarketCap and CoinGecko / Listing LinkBridge NFTs

2022 Q2

Beta version release / Targeting more exchanges / Partnership with Tec de Monterrey

2022 Q3

Final version release / Targeting Centralized Exchanges

2022 Q4

Releasing the prepaid LinkBridge debit card / Connecting lenders with borrowers

2023 Q1

Obtaining the Fintech license / Exchanging LNKB/MXN within the App

2023 Q2



**Mario Chavero Flores**  
Founder and CEO



**Hatem Mabrouk**  
Co-Founder and Blockchain CPO



**Carlos Aguilera**  
Co-Founder and CTO



**Narda Hernández**  
Software Engineer



**Fernando Martinez**  
Co-Founder  
UI and UX Designer  
Brand Digital Development Lead

There has been a notable rise in venture capitals, crowdfunding and initial coin offering platforms, and companies connecting start-ups with investors over the last five years since the bitcoin bubble of 2017. However, many of these platforms failed to meet regulatory compliances and start-ups needs. This is reflected in the data projected in this whitepaper, showing that only a few start-ups survive. The lack of accessing capital and efficient communication channels between start-ups, investors and professionals is the main contributor in such failure, considering that most of the current communication platforms do not utilize blockchain technology to help FinTech and blockchain-based projects.

LinkBridge found a way to tackle the mentioned issues and connect investors with start-ups and freelancers by using blockchain technology, applying for licenses, forming alliances, and complying with national regulatory requirements. It is worth mentioning that LinkBridge currently has three projects already signed in for crowdfunding pools: the first one is AgroFranquicias which is aiming for MXN 20 million; the second is Booster Capital with a target of MXN 10 million; and the third is LIPS Network, which is aiming for MXN 2 million through five crowdfunding stages. By understanding the needs of the cryptocurrency community, start-ups, the average person, investors, and freelancers, LinkBridge paves a way for all its users for plenty of opportunities and achieving success, leading the community to economic development and financial independence and security.

## Strategic Alliances



Corporativo Aqua®  
Investments

Layered Studio

MIAOFFICE®



Grafeno

lips



Mina de  
Oro



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