Net Capital Instructions:

Once your offering is live, 1st round of edits are free. Additional edits are 300$ per round. Page re-designs $1,000.

What is an offering page?

- The investor facing piece that will publicly available on Netcapital.com

Who writes the content?

- You do! Not to worry, we're here to help guide you. We will assist with editing, provide suggestions, and make sure all material is compliant.(Offering page, pitch deck, video) Then our engineering team will build the page.

What types of materials aren't compliant?

- Any promissory/forward-looking statements (Please use phrases such as "aim" "working towards" "plan to" "envision")
- Financial projections
- Non-finalized sales deals and partnerships
- Comparisons to public entities and larger private companies
- Using an individual's quote without written consent
- Prizes for investing

How short/long should my page be?

- The necessary length needed for a reader to be able to easily digest and understand the information. (Headers, bold font, bullet points, spacing, etc.)

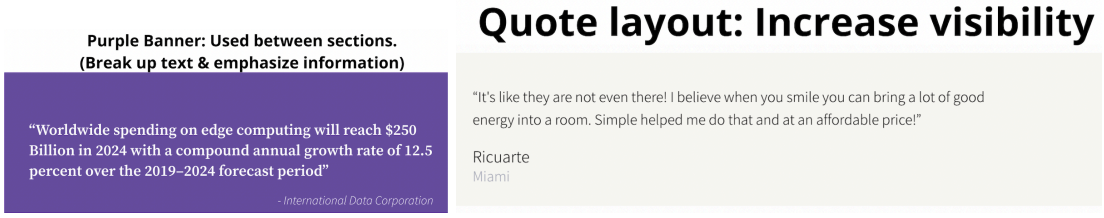
What is the main thing investors are looking for?

- Why is it a good investment opportunity:
    - Market landscape
    - Social proof (testimonials, downloads, executed partnerships)
    - Upside
- Do they understand your business?

Am I allowed to add different sections and titles?

- Issuers who have followed our template have had great success. However, please feel free to rearrange the order of sections, add new sections, etc.

What are common design elements your team uses in offering pages?



Time to start drafting! Here are some examples that may be helpful:

- C-Reveal Therapeutics
- Deuce Drone

Cover Image - Copy and paste directly into the textbox

Note: this image will also be used when sharing your offering page on social networks

Short Pitch - 300 characters max.

See below

Video - Must be hosted on Youtube or Vimeo. (provide video transcript)

- If you plan to have a video made, please provide a transcript prior for our team to review.

Paste link here:

Introduction - In one or two sentences, what does your company do and for whom do you do it?

See section below titled “Gobeli.io…”

Problem - Describe the problem you solve and provide a visual relating to the problem.

See section below titled “Problem”

Solution - In one or two sentences, how does your company solve this problem? Provide a visual relating to your solution.

See section below titled “Solution”

Business Model

See below

Market- One of the most important sections for investors. (Statistics need sources)

See section below titled “Market Position/ Opportunity”

Success to Date

See section below titled “Progress/Partnerships”

Press Mentions

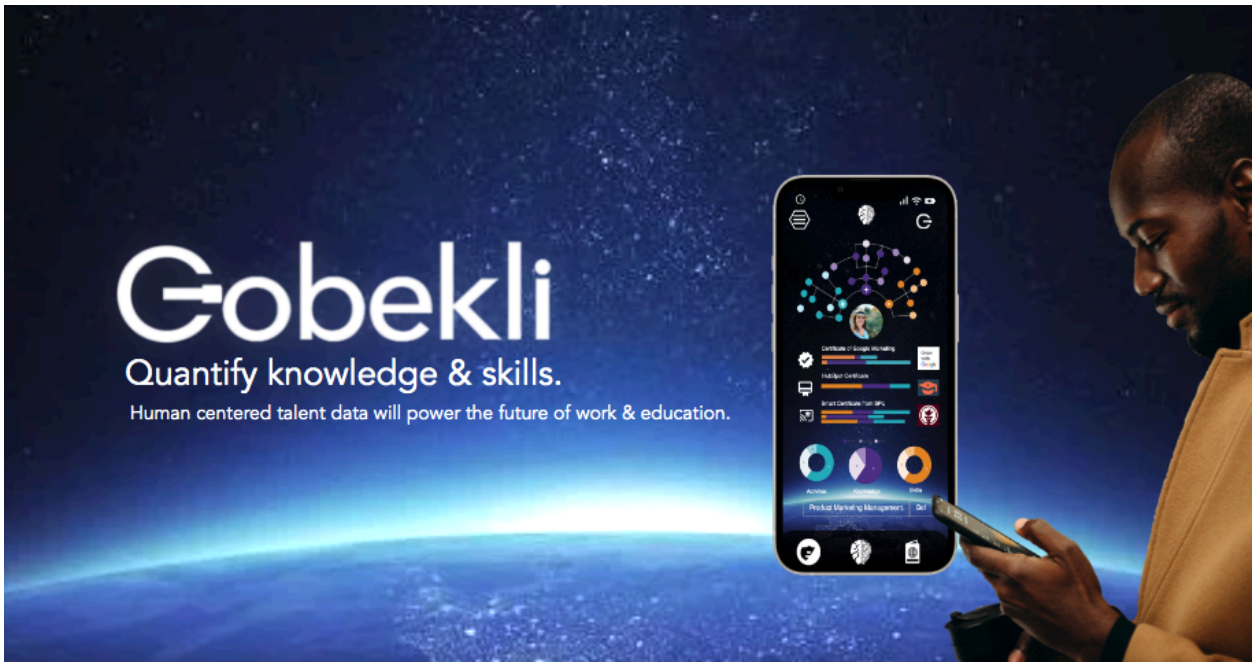
See section below titled “Progress/Partnerships”

Team- Any Director, VP, President, or any other type of executive must be disclosed in your Netcapital Questionnaire (Title’s should align).

Bios:

See section below titled “Team”

Net Capital Instructions: **1**
Gobekli 3
Map and connect your talent data. 3
Problem: 3
Knowledge and skills are hard to quantify. 3
For individuals, curating and presenting your professional value throughout your career is an ongoing, manual process that… 3
For organizations, cataloging, translating and understanding an individual's knowledge and skills is an imperfect process that… 4
The solution: 4
We're working to make it easy to see the knowledge and skills of individuals by mapping and stacking the work they've completed. 4
The Product Strategy: 5
The Market Opportunity & Point of Entry: 5
Smart-Certificate Mapping Service 5
Dynamic Talent Visualization AI Tools for Schools & Training Platforms 6
We then plan to stack the maps with individual users, which will become the key to creating a web3.0 ecosystem of talent data. 7
Human Centering Talent Data 7
Web3: The Technological Engine 7
Self Sovereign, Human Distributed Data 7
Verified Credential Standards & Networks 8
The Gobekli App: 9
Extensions & Pro Membership 10
Deployment Strategy 13
Brand & Mission 13
Team 15



Gobekli

Map and connect your talent data.

Problem:

Quantifying an Individual's knowledge and skills is hard.

For individuals:

Curating and presenting your professional value throughout your career is an ongoing, manual process that…

- Takes a lot of time and energy
- Is never complete or comprehensive
- Relies on subjective language, trust and assumptions

For organizations:

Cataloging, translating, and understanding an individual's knowledge and skills is an imperfect process that…

- Buries or exaggerates talent due to human or data bias or error

- Can result costly hiring and assignment mismatches
- Makes investment in hiring and upskilling an expensive gamble

The solution:

Empower individuals to quantify themselves.

Map coursework completed:
We map knowledge & skills from online courses
Our prototype is a tool that maps the connections between the knowledge and skills earned through online courses into graph files.

Deliver maps to individuals:
We plan to stack these maps to understand individuals' combined learning
Stackable course maps create graph databases that can provide powerful visualizations and insights for individuals and companies.

The Product Strategy:

The Market Opportunity & Point of Entry:

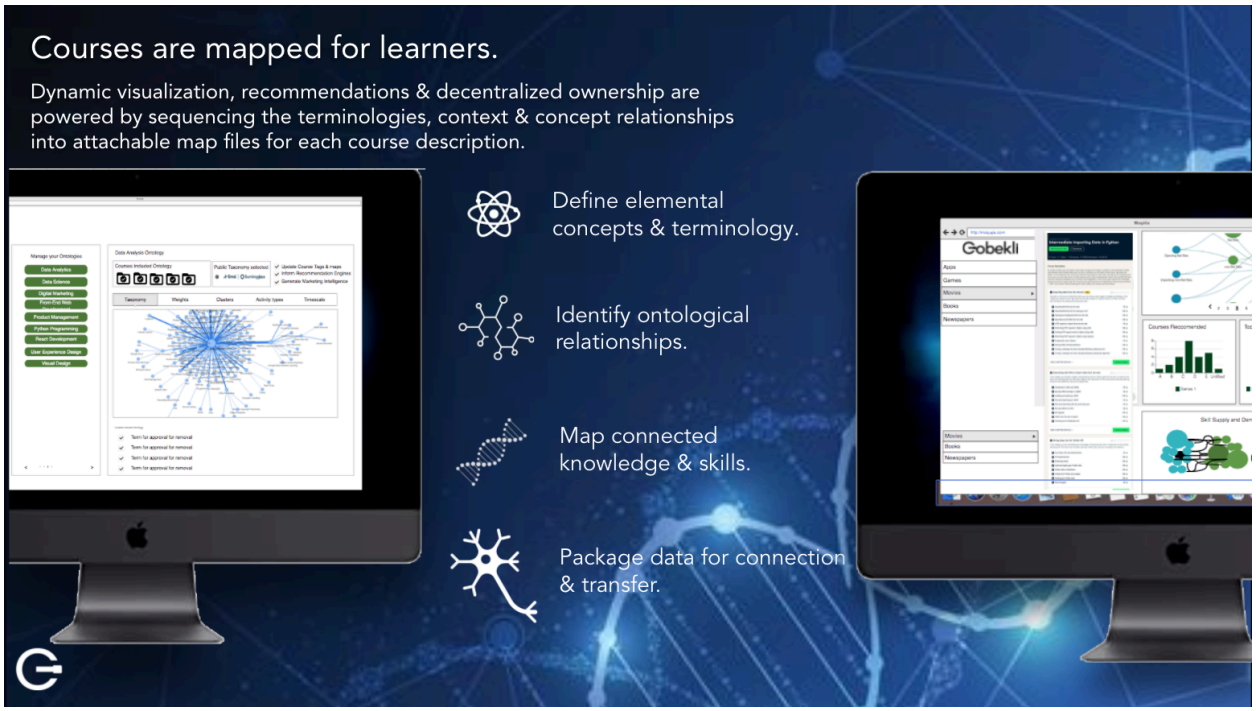
Employers are shifting to a more skill-focused way of evaluating at talent.

However, despite best efforts, education providers are not delivering transparent and translatable talent data about the education they sell.

Digital Course Mapping Service

We plan to deliver a licenseable tool that allows schools and learning management systems to map the knowledge and skills of their coursework.

Our prototype creates talent maps by using taxonomy filters, which can be adopted or auto-generated to identify key knowledge and skill sets.



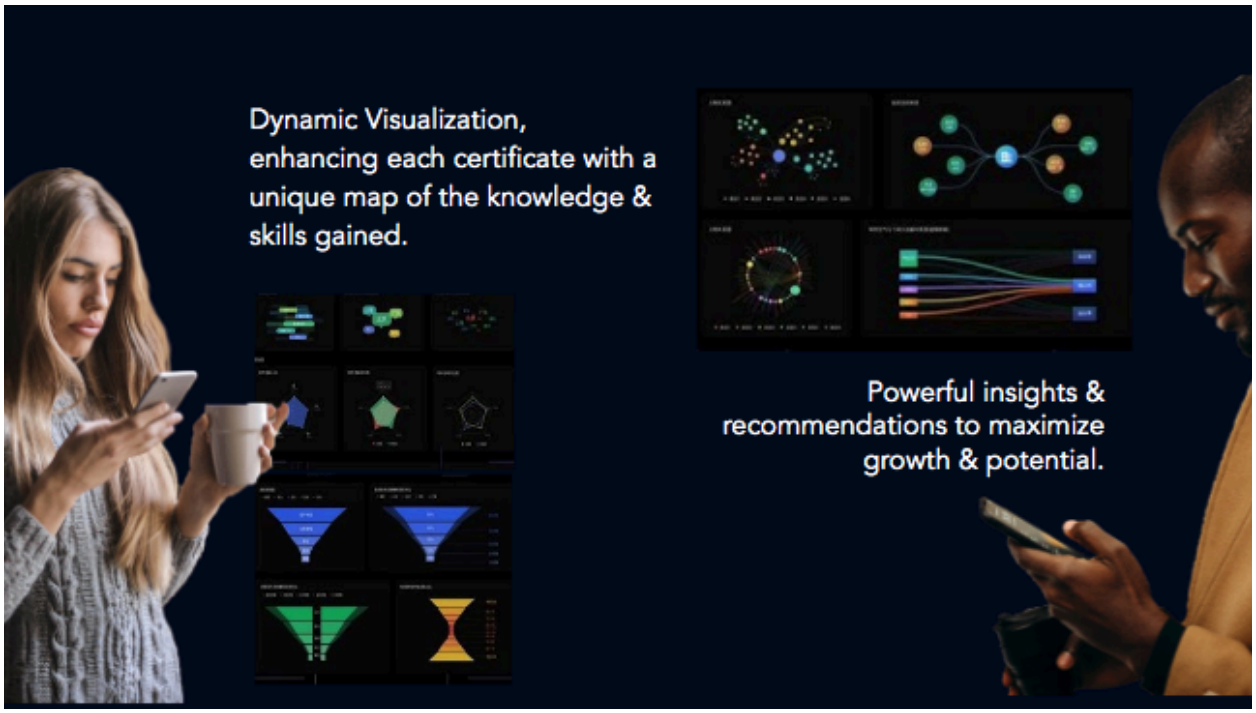
We plan to work with our clients to configure the automatic translation of system and page structure into metadata that will provide key context for each map.

Our method of recording linked and grouped concepts not only provides translatable meaning, but also makes our maps stackable, filterable, and shareable.

Note: We believe that this same methodology, when applied at scale, may provide a framework to solve the global talent interoperability problem. We have developed models to explore this.

Dynamic Talent Visualization AI Tools for Schools & Training Platforms

We intend to drive value to education platforms first, by providing tools for their users to visualize and display their stacked learning, as well as offering smart recommendation tools.



—-

We will then stack the maps with individual users, which will become the key to creating a Web3.0 ecosystem of talent data.

We are designing these files to be formatted to populate graph databases for business services, and attachable to verified credentials which will be decentralized.

Human-Centering Talent Data

We can empower a ground-up flow of 10x better talent by providing a private and secure graph interface of each person's experience, knowledge skills, and the evidence to back it all up.

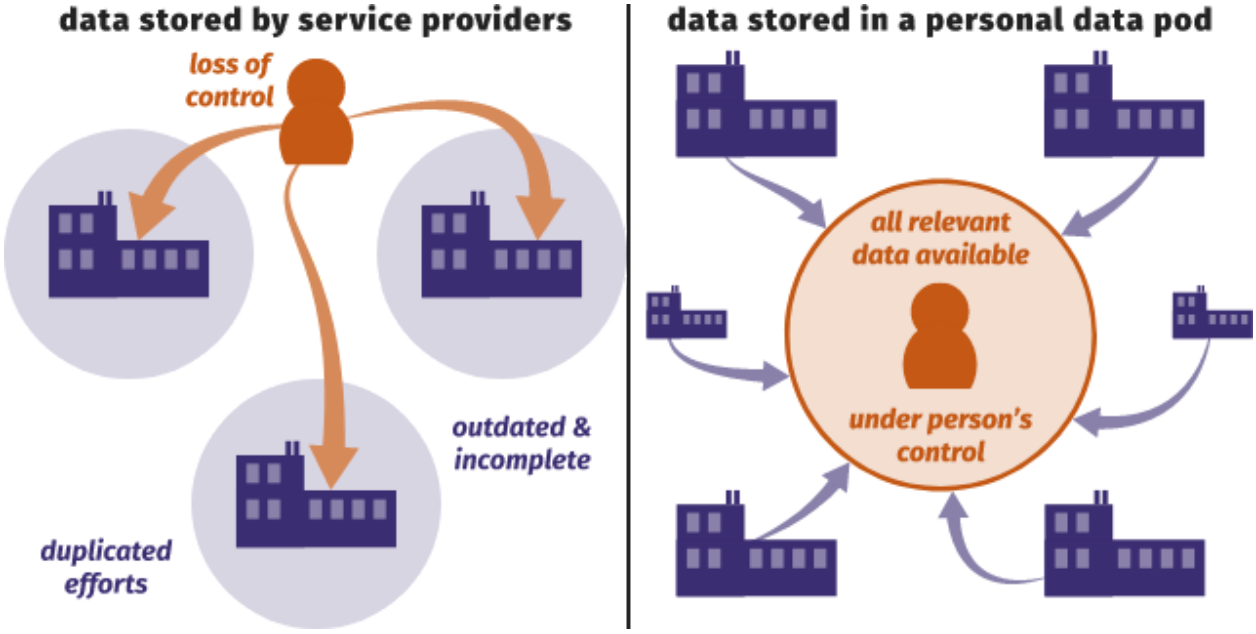
We believe, however, that ownership of that data fundamentally belongs to the individual.

Therefore, it would be unethical, unmarketable, and unsustainable to build if the platform didn't rely on technology that ensures an individual's sovereign ownership of their data.

We have invested the last year of research and development into the following key technologies:

Web3.0: The Technological Engine

Self-Sovereign, Human Distributed Data



Sir Tim Berners-Lee, inventor of the World Wide Web, chairman of w3.org, etc., has launched and is leading the development of a new protocol and system called Solid to re-distribute ownership and control of data back to individuals, as the source.

We have invested the past year working in the development community around Solid to gain feedback and technical validation for our use case. Through that research and development, Kayode Ezike, who worked under Tim Berners-Lee to develop a Verifiable Credentials framework for Solid (https://github.com/kezike/solid-vc), has joined our team as our Decentralization Architect.

Verified Credential Standards & Networks

velocity

OPEN BADGES

Credential Engine

Note: While Gobekli has spoken with all of the above organizations to gain preliminary validation of our designs, membership in their networks comes with a fee. A portion of our Net Capital investment will be used to pay these fees and formalize these relationships.

Velocity Network, Open Badges, and Credential Engine all are designed to enable the transmission and verification of credentials. However, as this podcast (October 2021) from Velocity CEO, Dror Gurevich explains, there has yet to be wide adoption of any user-facing stackable credential wallet. We are building our app to fill that niche.

Work.

WORK. with Dror Gurevich, CEO of Vel

00:00 | 37:28

This WORK. podcast features Dror Gurevich, the Chief Executive Officer of Velocity Career Labs and the Velocity Network Foundation. These organizations co-exist to reinvent how career records and credentials are shared across the labor market, empowering individuals, businesses and educational institutions through transformational blockchain technology.

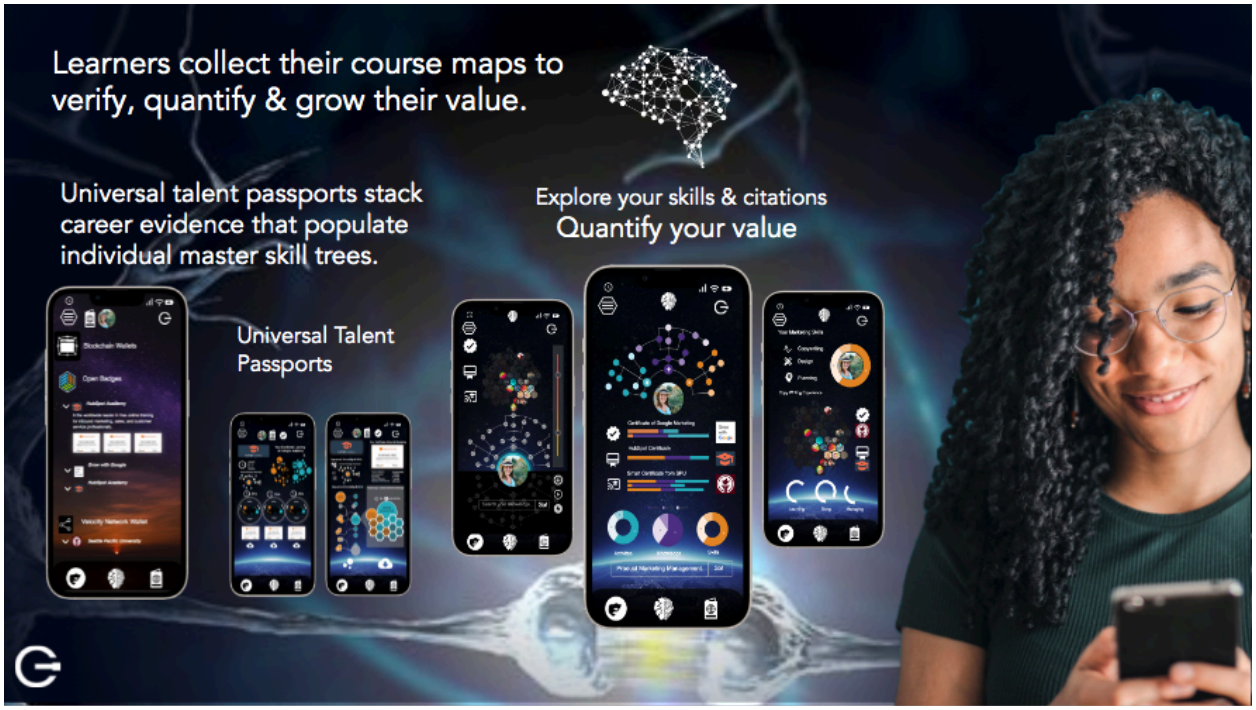
(Check out the above podcast about Velocity Network's "Internet of Careers")

We intend to work with the above organizations to format, or “print,” our files so they are compatible with their schemas, as well provide feedback on the creation of new standards that both companies can leverage.

Because of the practical need to manage hybrid career evidence, our design creates a practical reason to tie a Solid Pod and blockchain wallet with the same webID.

The Gobekli App:

A Universal Talent Passport & Self-Sovereign Professional Identity.



Gobekli has designed and is committed to building a user-friendly app that combines blockchain and human distributed data into a simple interface to manage all of your career data in one place.

We include simple “family tree” style skill charts to help users visualize, cite and filter their knowledge, skills and experience – with citations that reference stackable career evidence.

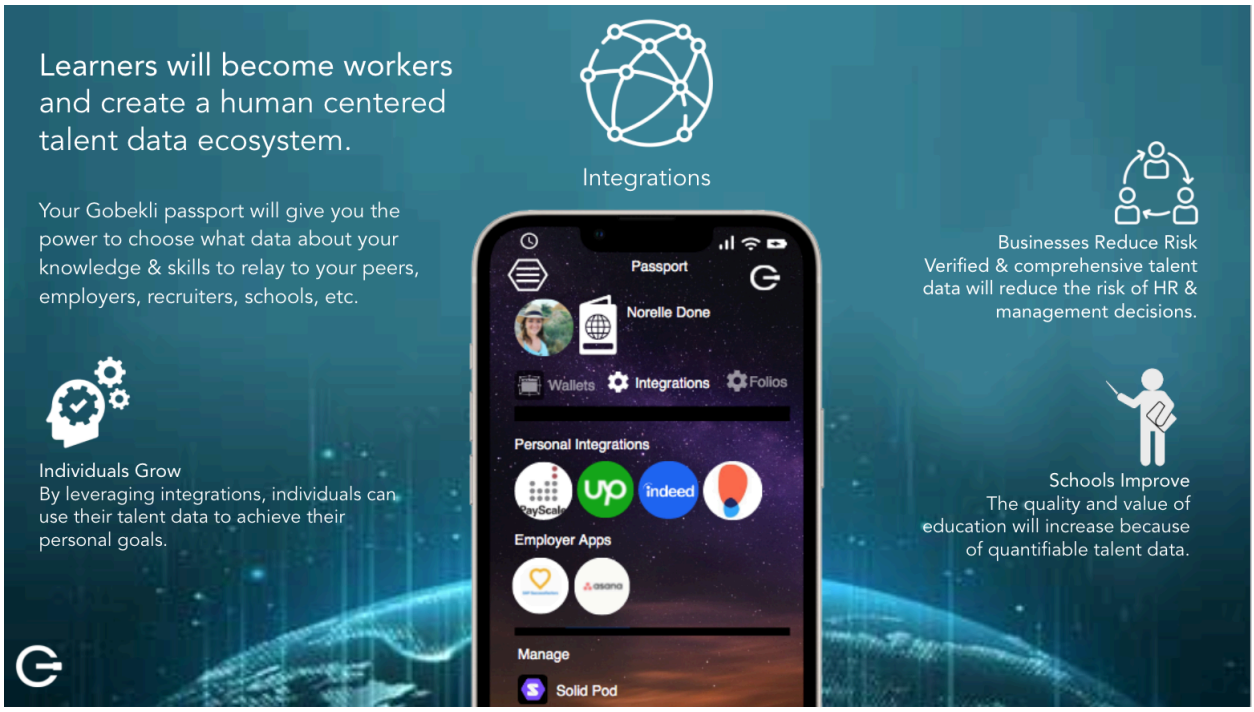
The individual’s career evidence will be housed in a master index of stackable credential wallets and self-generated evidence stored in their Solid Pod.

As an easy guide to new objectives and functionality, we are also designing a conversational assistant that can help guide you to your own in-app objectives.

A Solid foundation is needed for a human centered ecosystem
Solid Human Distributed Data Protocol is a new web3 technology that delivers Pods for individuals to own and control their data. Led by Web founder Tim Berners-Lee, Solid is designed to securely deliver the power of their data back to individuals.
Human centered data without human centered design is meaningless
Universal Talent Passports are user facing portals to manage credential wallets & career evidence for individuals.
Master talent trees create a visual way to explore knowledge & skills with their connected citations & stats.
A conversational assistant helps you navigate your data & accomplish in-app goals.

Extensions & Pro Membership

The above design allows for a human-centered ecosystem and “bottom-up” flow of data, with far reaching possibilities.



Users will be able to download the Gobekli app and make in-app purchases for services and extensions to further map, cite and distribute information about their knowledge and skills.

Extensions on the user’s end can allow a school, company, or app to request a certain set of the employee’s talent data – which can be lent out and then later revoked.

We envision and have cultivated pipelines of potential partner applications in the following categories:

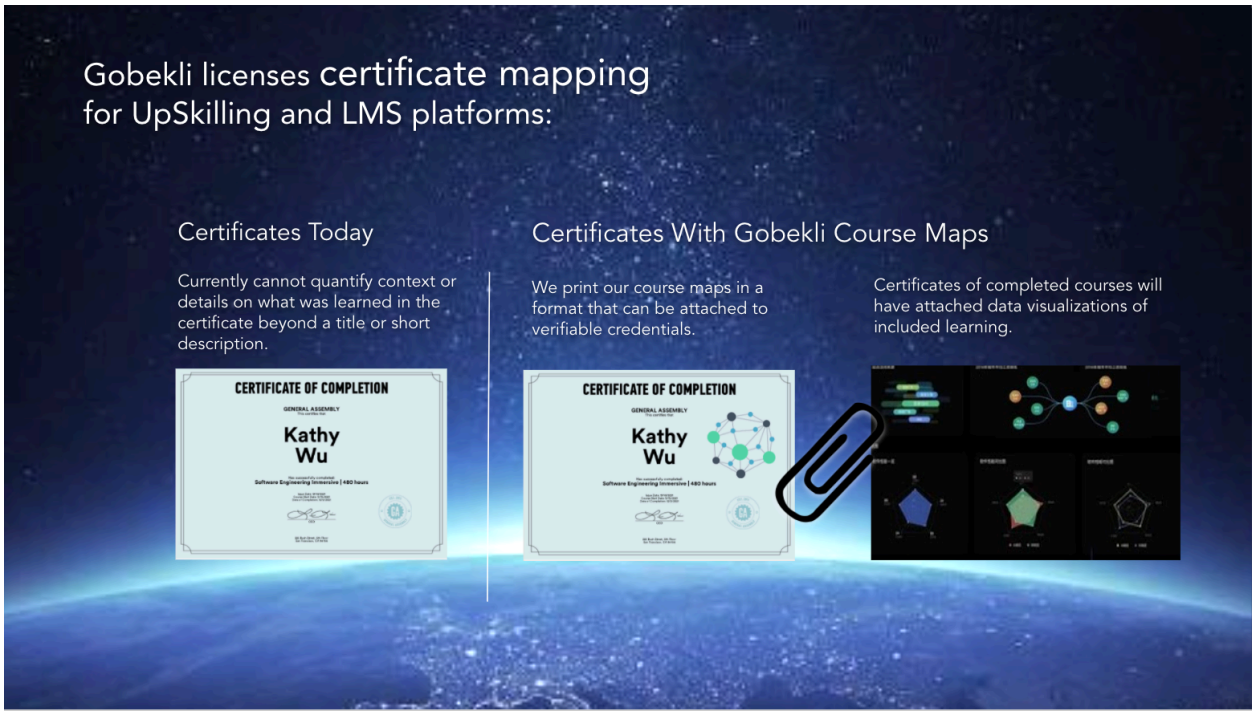
- Data Exchanges
- Upskilling & Education applications
- HR/Management applications
- Team applications
- Personal applications

In addition, self-sovereign data storage will theoretically allow for fully self-sovereign AI applications and extensions that can help users extend their data.

- Generate live and secure behavioral data from yourself and intelligence data from your team apps to strategically improve your own performance or management decisions.
- Combine and translate data to gain insights into yourself from your own digital footprint.

Deployment Strategy

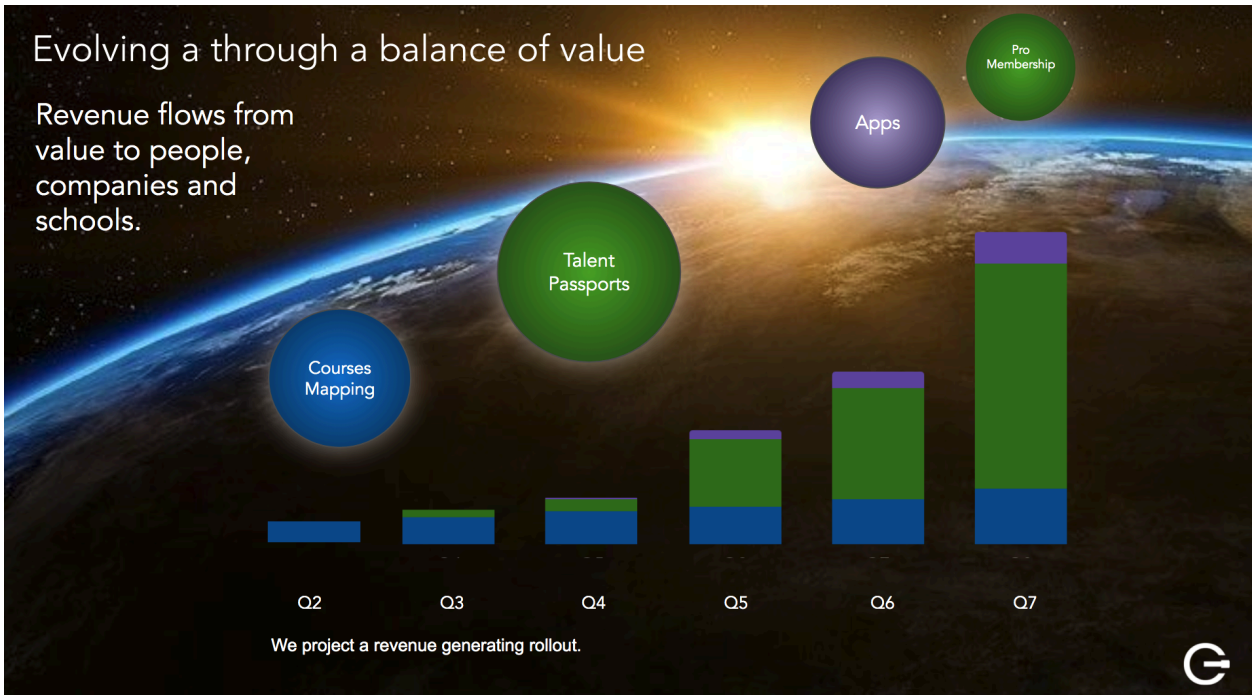
Our goal is to work with schools and learning platforms to map every -digital course, providing the learning platform with dynamic visualization and recommendations, and producing a stackable attachment for each earned certificate.



Our goal is to monetize early through the course mapping licensed dashboards and use them as a ramp to create demand for our universal talent passports, which are planned for later this year.

Once we release the talent passports, we intend to launch team and enterprise applications for businesses, teams and individuals so they can begin using their data in different ways.

We believe that pro-membership will be the final stage of release by early 2023.



Brand & Mission

Our name comes from Göbekli Tepe, a 12,000 year old world heritage site in Turkey, which has been dubbed "the first temple."

Team

Name: Danny Done
Title: Founder/CEO
Danny co-authored his own high school education and helped set standards for homeschool reporting, then served as a national student political leader in higher education. He studied the Comparative History of Ideas at the University of Washington, where his thesis focused on the sociological results of techno-human feedback loops.

He founded, scaled and sold a marketing agency that packaged mixes of people's services based on talents and skills into decentralized hybrid teams sold as "Custom Marketing Packages", a product and keyword for which his agency was organically ranked first on Google, for years.

He founded Gobekli because he believed that data about people's knowledge & skills could be easier to understand and leverage if it were in one place and shared by the user. To design Gobekli as it is today, Danny has invested 2 years in full time discovery, research and development. This has resulted in relationships, a team and design that can unite a growing business and technology movement.

Name: Kayode Ezike
Title: Decentralization Architect
In his words, Kayode is "an advocate for systems that advocate for people." As such, he has always worked on projects that place the individual at the center of their data.

Kayode earned both his Masters & BS of Electrical Engineering and Computer Science at MIT. His academic experience in this environment has primed him to make a meaningful impact in the Web3 ecosystem.

During his second stint at MIT, he worked under Tim Berners-Lee and Lalana Kagal to develop a Verifiable Credentials framework (https://github.com/kezike/solid-vc) within the context of Solid (https://solid.inrupt.com), a novel platform for users to manage their personal data in a decentralized deployment independent of the apps that depend on it.

While in the industry, he has served as Director of Research and Development at a technology startup that developed a solution to corrupt project management practices by leveraging blockchain and AI along with citizen science to compensate contractors on a provably conditional basis.

These days, Kayode is working with the Digital Credentials Consortium (https://digitalcredentials.mit.edu) to develop the supporting technology for a mobile wallet that manages academic credentials. They are currently working with a handful of universities and learning institutions to deploy pilots for issuing and managing credentials such as transcripts, diplomas, and course certificates.

Development Contractor Team Lead
Jakub Smid – Blindspot Team Leader/Solutions Architect
Ph.D. in AI and Data Mining. Passionate about game theory application AI, he is the Tech Lead at Blindspot Solutions, heading a team of engineers, data scientists, and developers.

Key Technology Partner
Harri Ketamo – Founder/CEO of HeadAI
An entrepreneur with 20 years of experience in cognitive sciences, computational intelligence, complex adaptive systems and game development. Currently, he is founder and chairman of Headai, a company developing General Semantic AI for transparent decision making.

Steve Ardire – AI Startup “Force Multiplier”
Startup fundraising advisor for early stage AI companies, helping to shape business strategy, product market fit, pitch guidance, close funding in fractional C level roles (multiplexed bus dev, marketing, sales) to scale smarter, faster, and better.

John O'Sullivan
Consulting CFO
John is a hands-on CFO consultant focused on providing value-added financial and operational support to startup and early-stage technology companies. He has an MBA and CPA. His 25+ years of professional experience includes financial reporting, projections, fundraising, negotiations, business development, public accounting and venture capital.