

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?

Purple Banner: Used between sections.
(Break up text & emphasize information)

"Worldwide spending on edge computing will reach \$250 Billion in 2024 with a compound annual growth rate of 12.5 percent over the 2019-2024 forecast period"

- International Data Corporation

Quote layout: Increase visibility

"It's like they are not even there! I believe when you smile you can bring a lot of good energy into a room. Simple helped me do that and at an affordable price!"

Ricuarte
Miami

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"

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| 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 |
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Gobekli Quantify Learning

We believe the future of work and education will be driven by verified talent data.

Problem:

Today, businesses waste billions of dollars on bad assumptions in the hiring, management and professional development of employees because of buried, incomplete, or bad talent data.

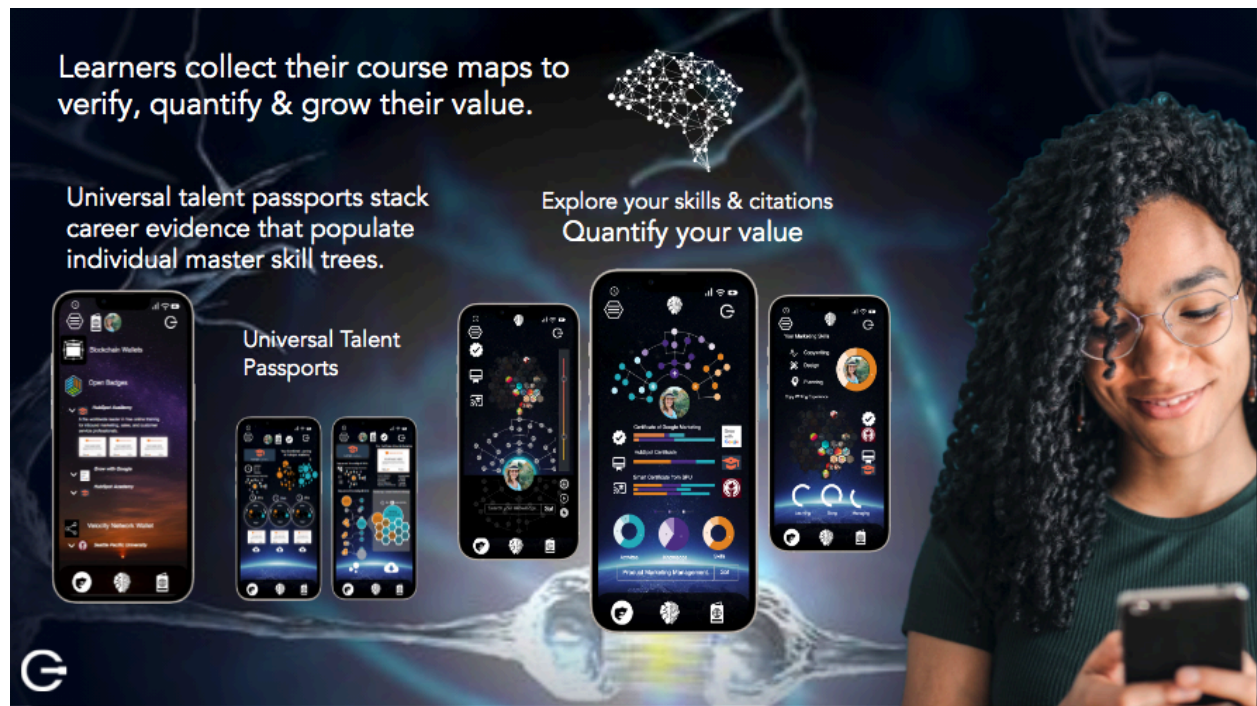
Meanwhile, everyone guesses what they should learn next and no one has a firm way to contextualize new knowledge and skills earned.

The solution:

Make it easy for educators to scalably quantify and distribute verified maps of completed learning to a human distributed talent data ecosystem.

The Gobekli App:

A Universal Talent Passport



Gobekli is building an app that allows users to manage all career data in one place.

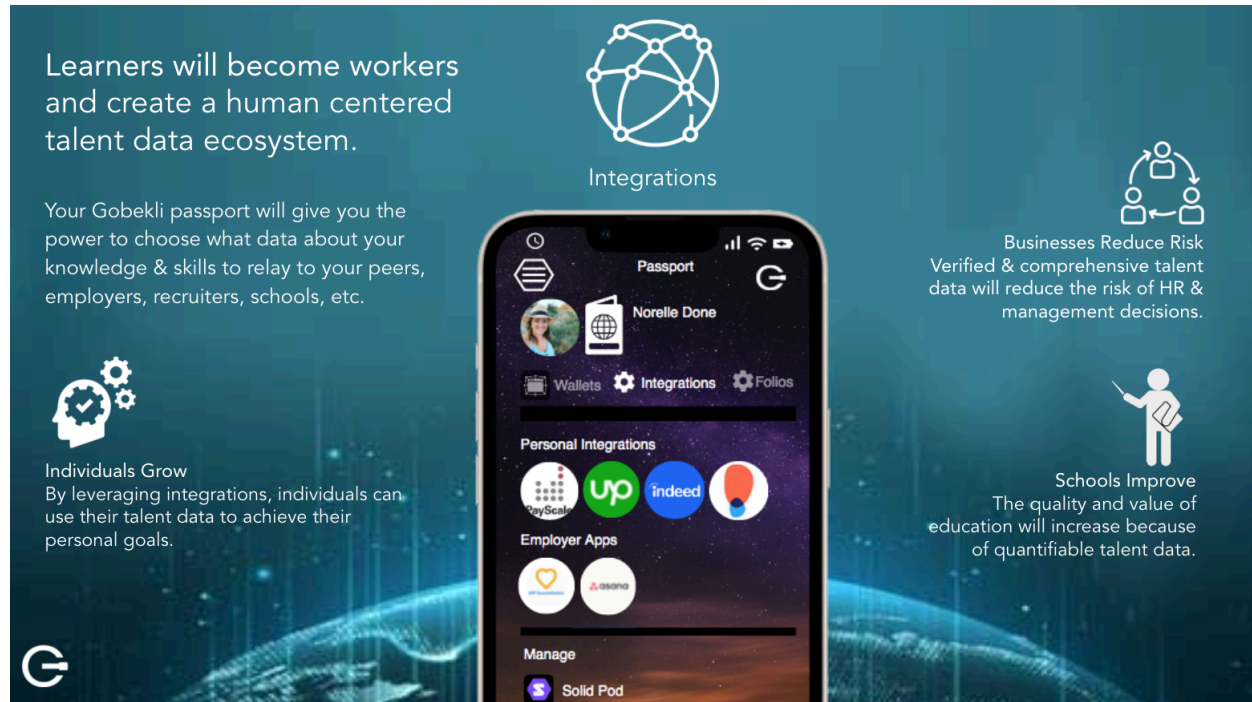
We include simple “family tree” style skill charts to help users visualize and filter their knowledge, skills and experience – with citations that reference career evidence.

The individual’s career evidence will be housed in a master index – which we call a Talent Passport – where users manage and share their verified credential wallets and self-generated career evidence.

We are also designing a conversational assistant with the aim of helping users to claim and contextualize career evidence in order to curate and deliver their data to people or platforms and help them achieve objectives such as career advancement or professional development.

Extensions & Pro Membership

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



Users are planned to 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:

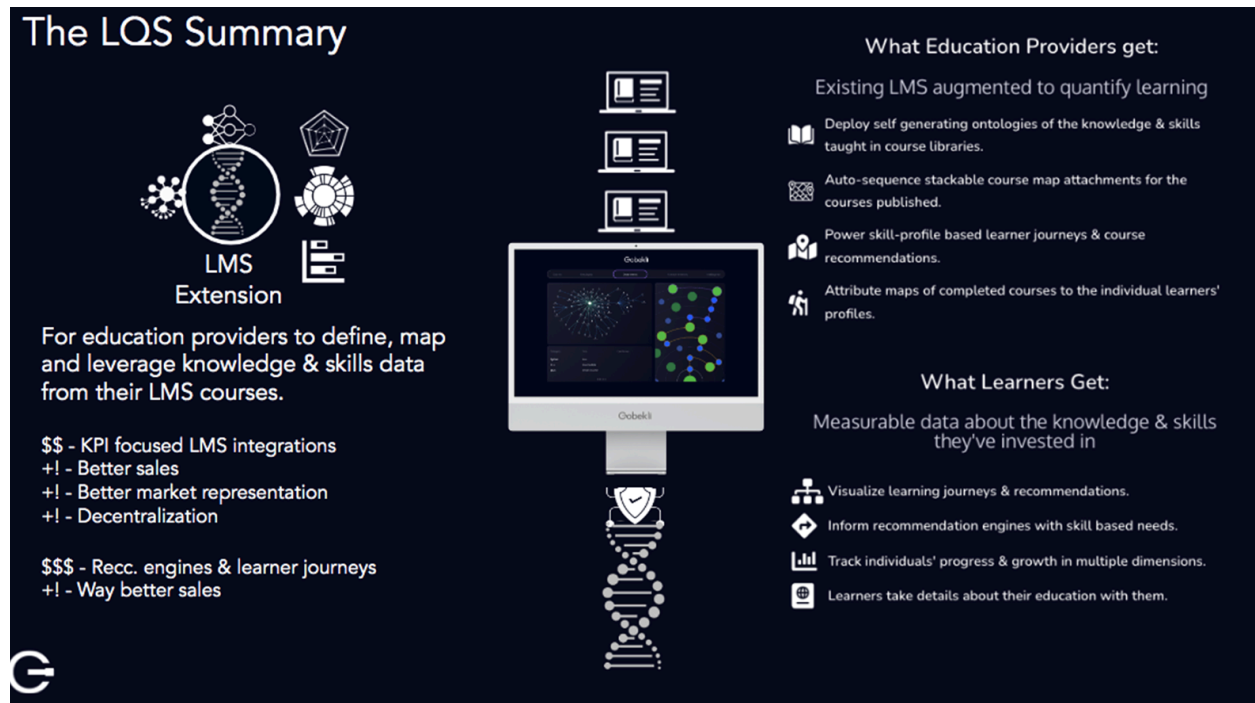
- Data Exchanges
- Upskilling & Education applications
- HR/Management applications
- Team applications
- Personal applications

Distribution Strategy: The Learning Quantification System

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.



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

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.

The LQS Course Mapping



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Courses Generate Ontologies



In order to identify the correct concepts in a map, we generate an JSON ontology graph file to pre-identify concepts.

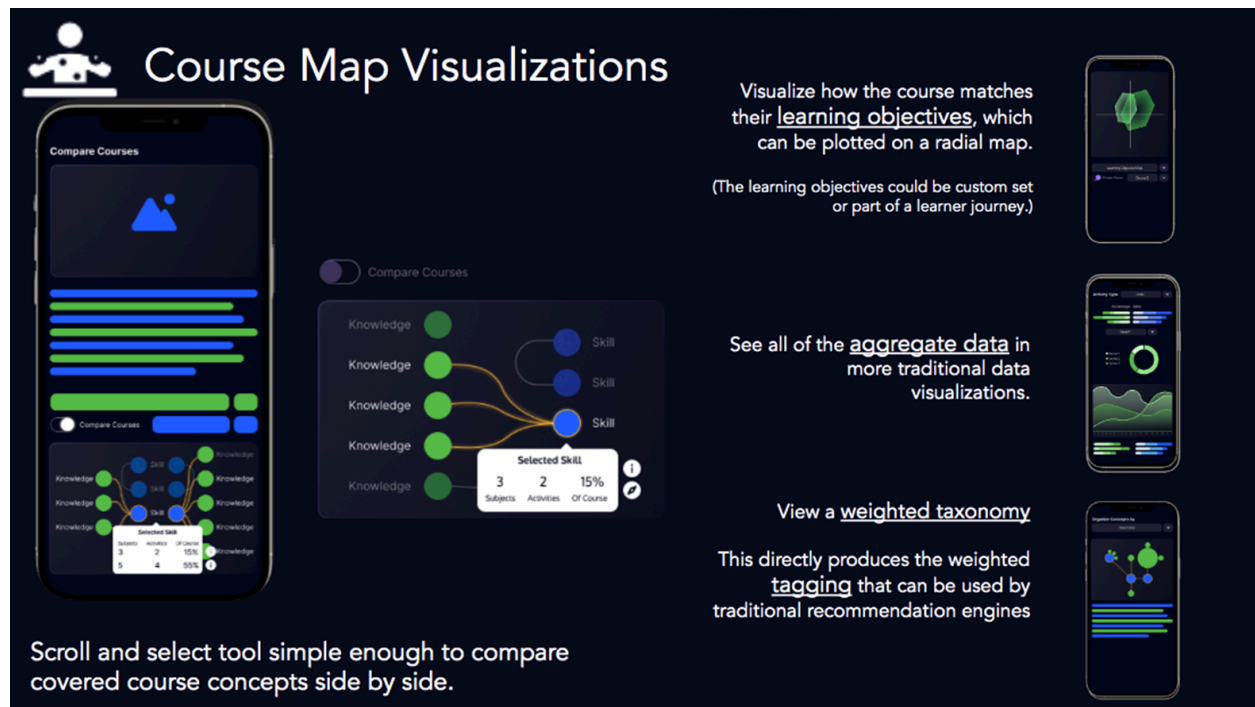
Ontologies Sequence Courses



We use the ontology to label the concepts identified in the course description, linking knowledge & skills by subject/predicate as well as the type and scale of each lesson.

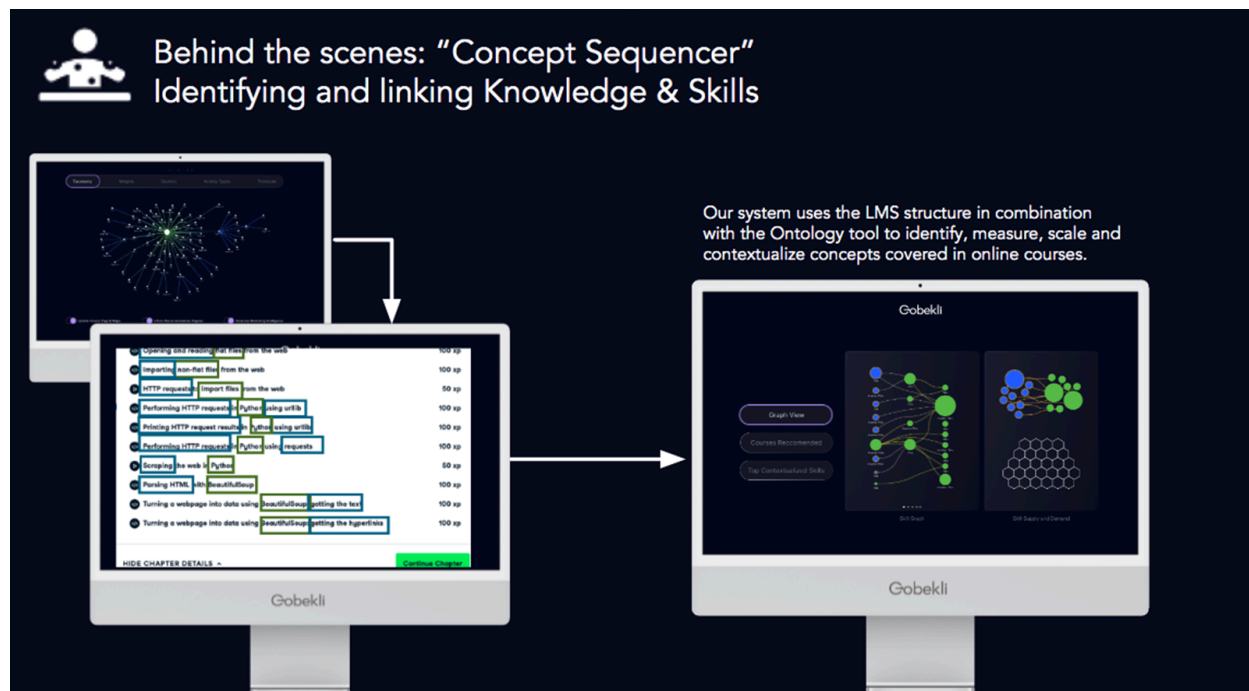
Dynamic Talent Visualization AI Tools for Schools & Training Platforms

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



We then plan to deliver the maps to individual learners to take with them

Linked Talent Data



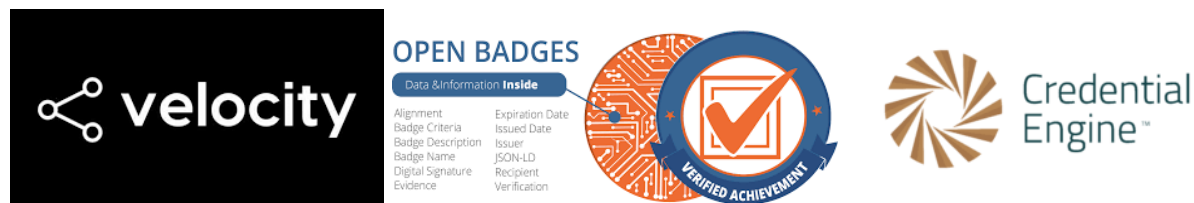
We can empower a ground-up flow of 10x better talent by providing a private and secure graph interface of each person's experience, knowledge, and skills, with the evidence to back it all up.

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:

Verified Credential Standards & Networks



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. We plan to use a portion of our Netcapital investment 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, which we plan to use as an envelope to deliver talent maps from educators to the learners Universal Talent Passports.

Web3.0: The Technological Engine

The Technology

Linked Talent Data
(powered by AI ontologies)

Verified Credentials
(powered by blockchain)

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 own data. Led by Web founder Tim Berners-Lee, Solid is designed to securely deliver the power of their data back to individuals.

Gobekli will put individuals at the center of a web3 talent data ecosystem.

For the first time, individuals will have the power to own and manage a verifiable quantifiable record of their professional equity.

They can leverage their data for smarter growth, better collaboration and internal or external advancement.

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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.

The app:
A self-sovereign professional
identity & master skill tree.



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 to help you navigate your data & accomplish in-app goals.



MyPythia*

*Our code name for the app, for now at least.

A Universal Talent Passport & Master Skill Tree

(A Mobile App Coming Winter 2022)

—An app for professional
lifelong learning and
development.

MyPythia, the App:
“Know yourself.”



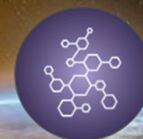
Each phase will generate its
own revenue and create
demand for the next.



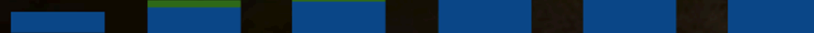
Enterprise mapping
partnerships



Passports & in app purchases



B2B integrations



Q2 Q3 Q4 Q5 Q6 Q7

We see a revenue generating rollout.



Brand & Mission



Team

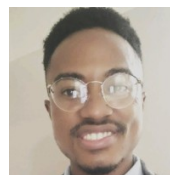


Name: Danny Done

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



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.

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.

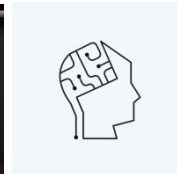
During his second stint at MIT, he worked under Tim Berners-Lee and Lalana Kagal to develop a Verifiable Credentials framework (<https://github.com/kezike/solid-vc>) within the context of Solid (<https://solid.inrupt.com>), a novel platform for users to manage their personal data in a decentralized deployment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

