

ICO Review: Moonlight (LX)

Decentralized Workforce Platform

July 12, 2018

MOONLIGHT







What is Moonlight?

- A decentralized workforce platform on the NEO blockchain with the goal of changing how organizations recruit and scale their workforce.
- Trying to solve the issue of organizations allocating too many resources when optimizing project teams, and individuals' skill sets not being properly utilized.
- Aims to optimize employment from both an employee and employer perspective while improving public confidence in a project's success.









Trustless resumes

- Moonlight will use the NEO blockchain to deploy a network of trustless resumes that will anchor the platform's tools. Initially, these tools will include a global task match-making service and analytical project management platform.
- The task matching-making service will have issuers, or organizations creating tasks, and resolvers, the organizations that bid on and fulfil tasks. Every task completed by an organization is published to the blockchain along with the skills required for it, building up the trustless resume of the organization.

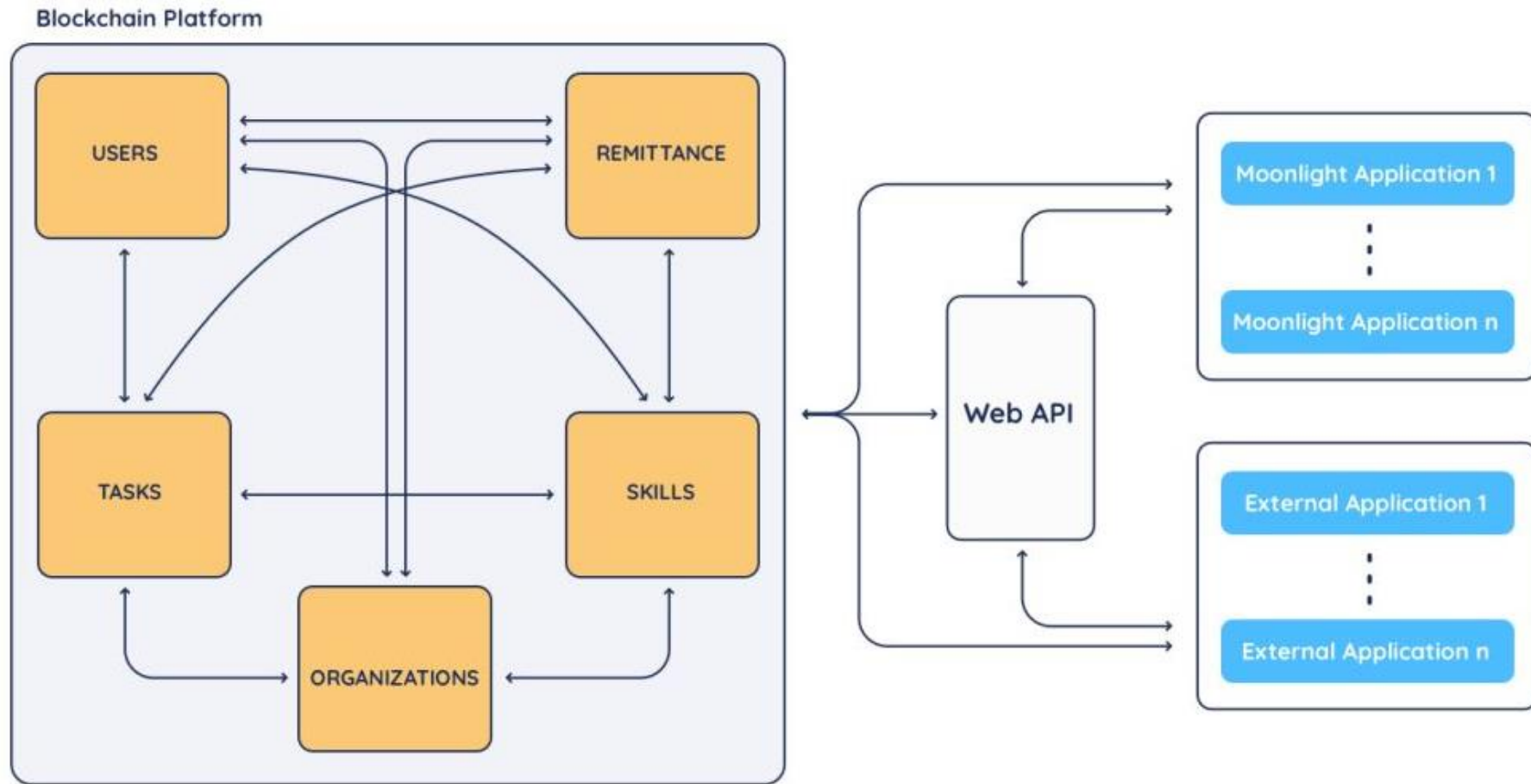
<p>Resource Identification</p>  <p>A match making protocol quickly pairs tasks to organizations with a passion to complete them.</p>	<p>Advanced Project Coordination</p>  <p>Take advantage of a trustless dataset to unleash advanced project tracking tools!</p>	<p>Trustless Resumes</p>  <p>Tasks completed in Moonlight become public ledger on the Neo blockchain leaving no room to question experience.</p>
<p>Remittance</p>  <p>Let Moonlight handle your remittance needs to reduce the project overhead.</p>	<p>Project Crowdfunding</p>  <p>Leverage Moonlight for your crowdfunding needs to improve project transparency!</p>	<p>Decentralized Staffing</p>  <p>The power of a global workforce to meet your project's needs.</p>

Trustless resumes (continued)

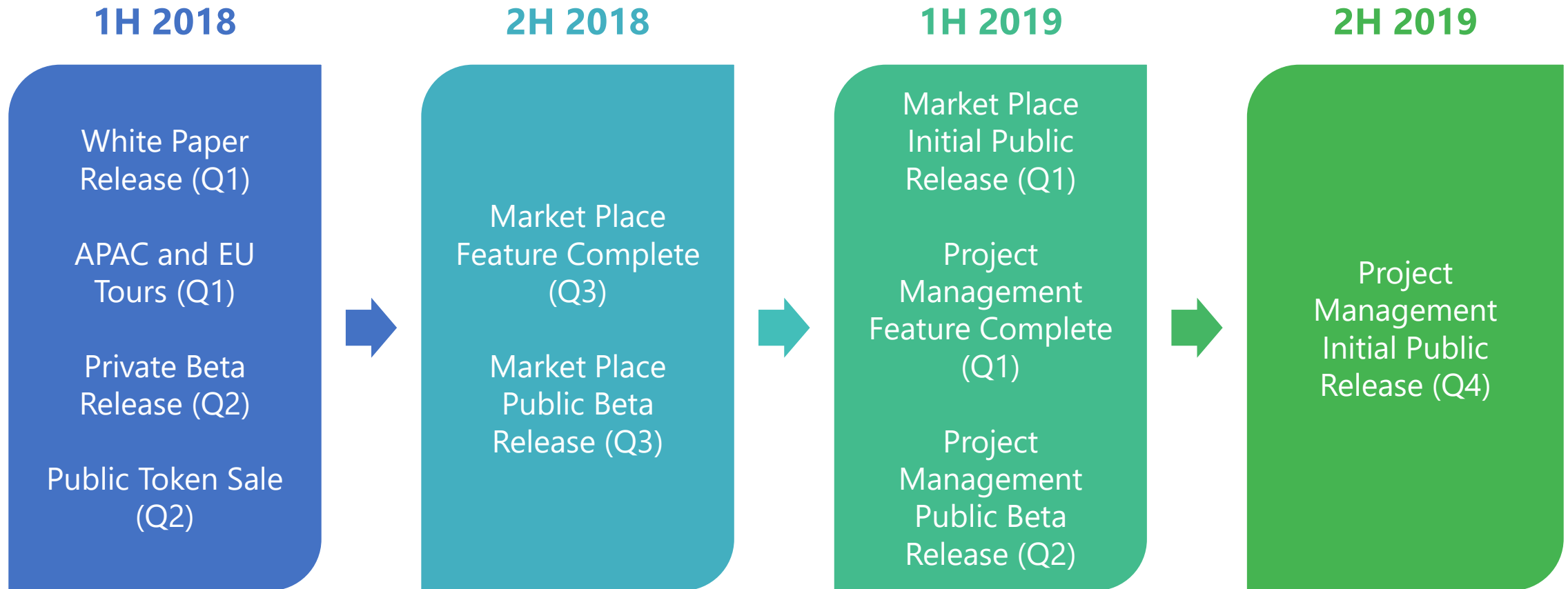
- After a task has been completed, the issuer and resolver are prompted to review each other. The reviews are published to the blockchain and will provide insight to other users about the experience of interacting with the given organization.
- Moonlight's combination of trustless resumes and reviews on the blockchain aims to provide an efficient task marketplace that allows organizations to co-operate in a more efficient way.

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Modular contract architecture



Development roadmap

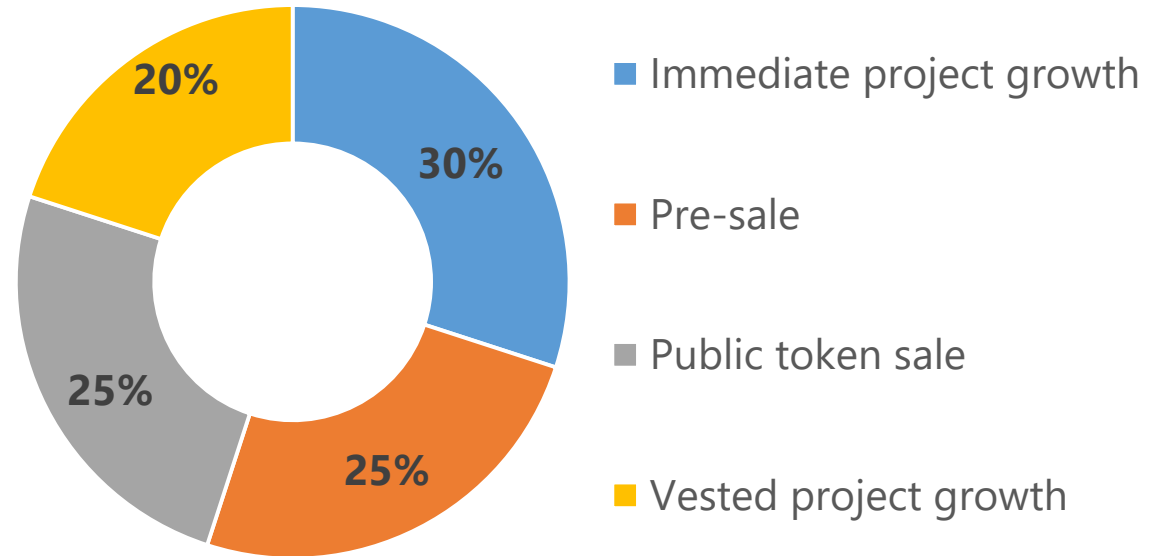


LX token sale summary

ICO SUMMARY

- **Project name:** Moonlight
- **Token symbol:** LX
- **Website:** <https://moonlight.io>
- **Hard cap:** 250,000 NEO for 50% of total tokens
- **Conversion rate:** 1 NEO = 2,000 LX
- **Maximum market cap at ICO on a fully diluted basis:** US\$17 million using current NEO price of \$33
- **Bonus structure:** No bonus
- **Private sale / white list:** Presale ended July 3, 2018, public whitelist not available yet
- **ERC20 token:** No (NEP-5 token)
- **Countries excluded:** USA, South Korea, China
- **Timeline:** Public token sale date not announced
- **Token distribution date:** After conclusion of token sale

TOKEN ALLOCATION



Use of LX tokens



- LX will use a similar multi-token UTXO operating mechanic to NEO and Neon Exchange, which will provide value to LX holders in the form of GAS dividends.
- The token will also have utility in the form of reduced system fees.
 - For example, fees will be taken when paying or receiving money for a completed task, and LX will have a 1% fee while other currencies incur a 2.5% fee.
- As the dividend to LX holders hinges on the level of activity of the Moonlight platform, the more transaction and volume the platform has, the more valuable LX tokens should be.

THE TEAM

Team and advisors



Alan Fong

Business
Development
Director, Co-Founder

Alan is a co-founder of the City of Zion, and a developer working on the NEP-5 token standard. He works on documentation and translation for the NEO smart economy.



Tyler B. Adams

Architect, Co-Founder

Tyler is a City of Zion co-founder, and author of the NEP-5 token standard. His background includes mechanical and systems engineering, stochastic modeling, and project management.



Michael de Wal

Back-End Developer,
Co-Founder

Michael is also a City of Zion co-founder, and created the CoZ developer portal. He is a NodeJS and JavaScript Expert, as well as a former IOHK/IOJP - KYC platform dev and bot developer.



Chris Birmingham

Blockchain Developer,
Co-Founder

Chris works as a developer for the City of Zion, and is the CIO of Eify Pty Ltd. He won the City of Zion Dapp competition with NeoTrade, and is a neo-js-vm (JavaScript implementation of the NEO virtual machine) developer.



Travis Lin

Front-End Developer,
Co-Founder

Travis is a City of Zion developer who is an analyst programmer with a Master's degree in Computer Information Systems.

The opportunities

- We like that the introduction of LX tokens does not generate friction of using the Moonlight platform. User experience is paramount in adoption of the project and oftentimes, the use of cryptocurrency deters many people from using the platform.
- The core team members are co-founders of City of Zion, so they have demonstrated development capabilities.

WELCOME, WE ARE

CITY OF ZION

Home of the Global NEO Open-Source Community

We are a global, independent group of open source developers, designers and translators formed to support the NEO core and ecosystem.

PROJECTS

Exemplary projects created through collaborative or individual efforts from the City of Zion.

NEONWALLET
An Electron-based light wallet (no need for chain copy nor VM) for Windows, OSX, and Linux users.

INTERNAL DOCUMENTATION
CoZ members coordinate efforts from multilingual translators to share information with the world.

NEOSCAN
Neoscan is a high-performance block explorer and API laying the foundation for other projects.

Our concerns

- Moonlight is a recruiting platform but the team lacks any experienced professionals from the recruiting industry.
- Private beta was scheduled to release in Q2 2018, but according to the Telegram channel, it might not be available until token sale is over, details of which are yet to be announced. Therefore, we are not able to play around with the prototype.

For flipping: **Neutral.**

- Unless there's some very strong factors surrounding the project, dApps in general just do not perform well in the current market environment. The presale started back in May 2018 and crowdsale details are still not yet finalized. Therefore, we believe the project has lost the momentum in terms of fundraising.
- However, it is good to see that there was no bonus granted to presale participants.

For long-term holding: **Negative.**

- The Moonlight ecosystem relies on network effect to generate traction. If there aren't a lot of job postings, candidates wouldn't frequent the platform, and vice versa.
- While the team is strong from a technical standpoint, they don't have anyone who has a strong recruiting background to drive the adoption of the platform.
- With so many other job marketplaces in both centralized and decentralized space, we believe that it would be difficult for Moonlight to generate substantial traction to build up its network effect from both demand (companies looking to hire) as well as supply (candidates looking for work) side.

CrushCrypto