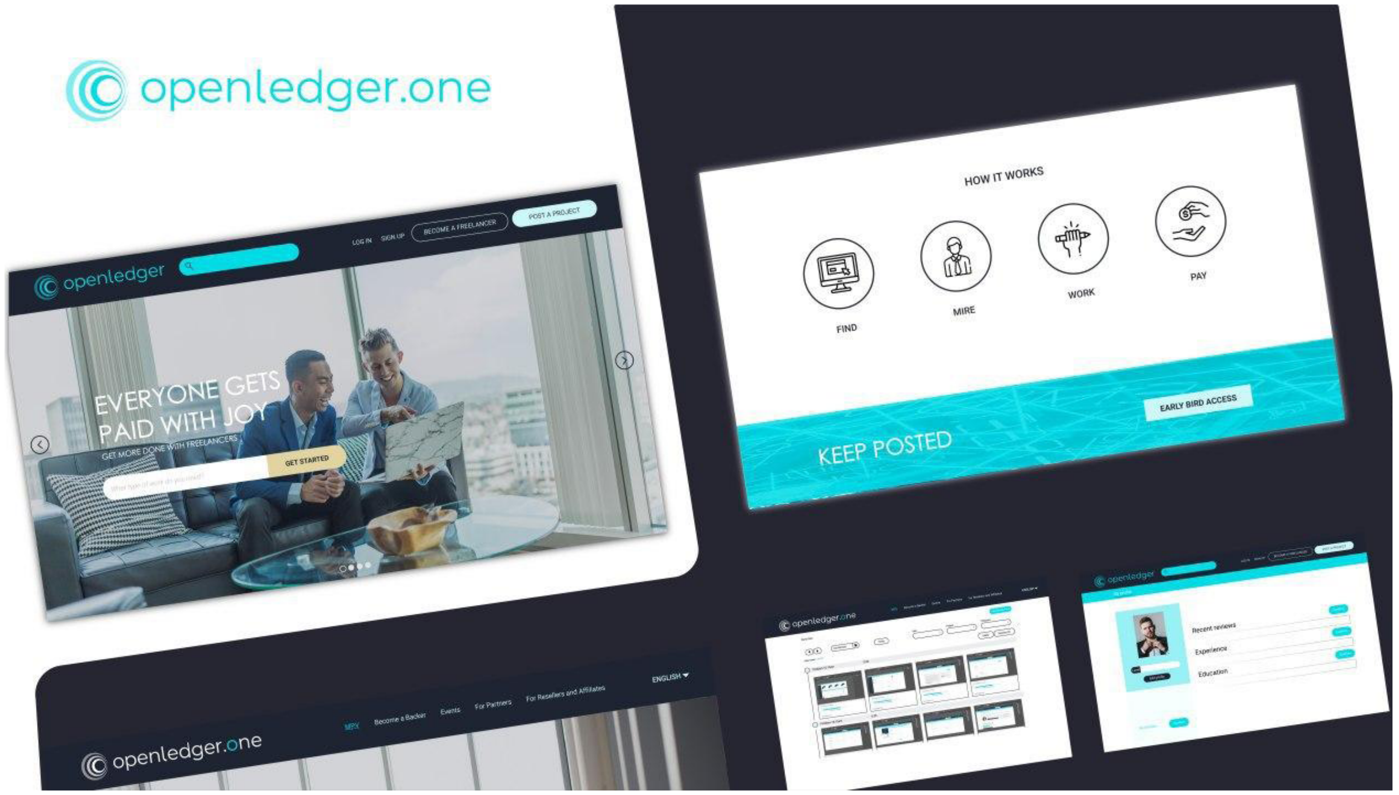
RONNY Boesing

Danish entrepreneur and the founder and CEO of RKX Fusion ApS (OpenLedger Labs ApS and Danish Blockchain Services ApS)

Building the Sustainable Circular Economy of the Future on the Blockchain, with Compliance by Default



Since blockchain rose to global awareness several years ago, the technology has promised to change the world through the transparency, security and efficiency it offers over legacy systems. To date, though, applications that deliver on those commitments have been limited.

openledger

With the launch of VPLedger, a project created by Danish entrepreneur Ronny Boesing, that may be about to change. Businesses will soon be able to build on an enterprise-ready blockchain platform that offers compliance by default, as well as using ready-made services powered by the same infrastructure, such as the forthcoming freelance work exchange, OpenLedger.One.

OpenLedger.One – blockchain services for the post-coronavirus world

Blockchain has been described as a ‘solution looking for a problem’: an impressive suite of technologies that has nevertheless failed to break through into mainstream use.

As a pioneer who has been building blockchain products before most people had heard of the idea, Ronny recognised that the first step was a robust platform that is fit for purpose. VPLedger is the result of six years of experience and learning about distributed ledger technology.

‘The “VP” stands for Veritas Persona, or True Person, because VPLedger requires identity verification as a condition of use – removing one major barrier to business adoption,’ he explains. In addition to facilitating compliance, the platform also offers unparalleled speed and capacity, as well as using an entirely new consensus algorithm intended to maximise internal democracy.

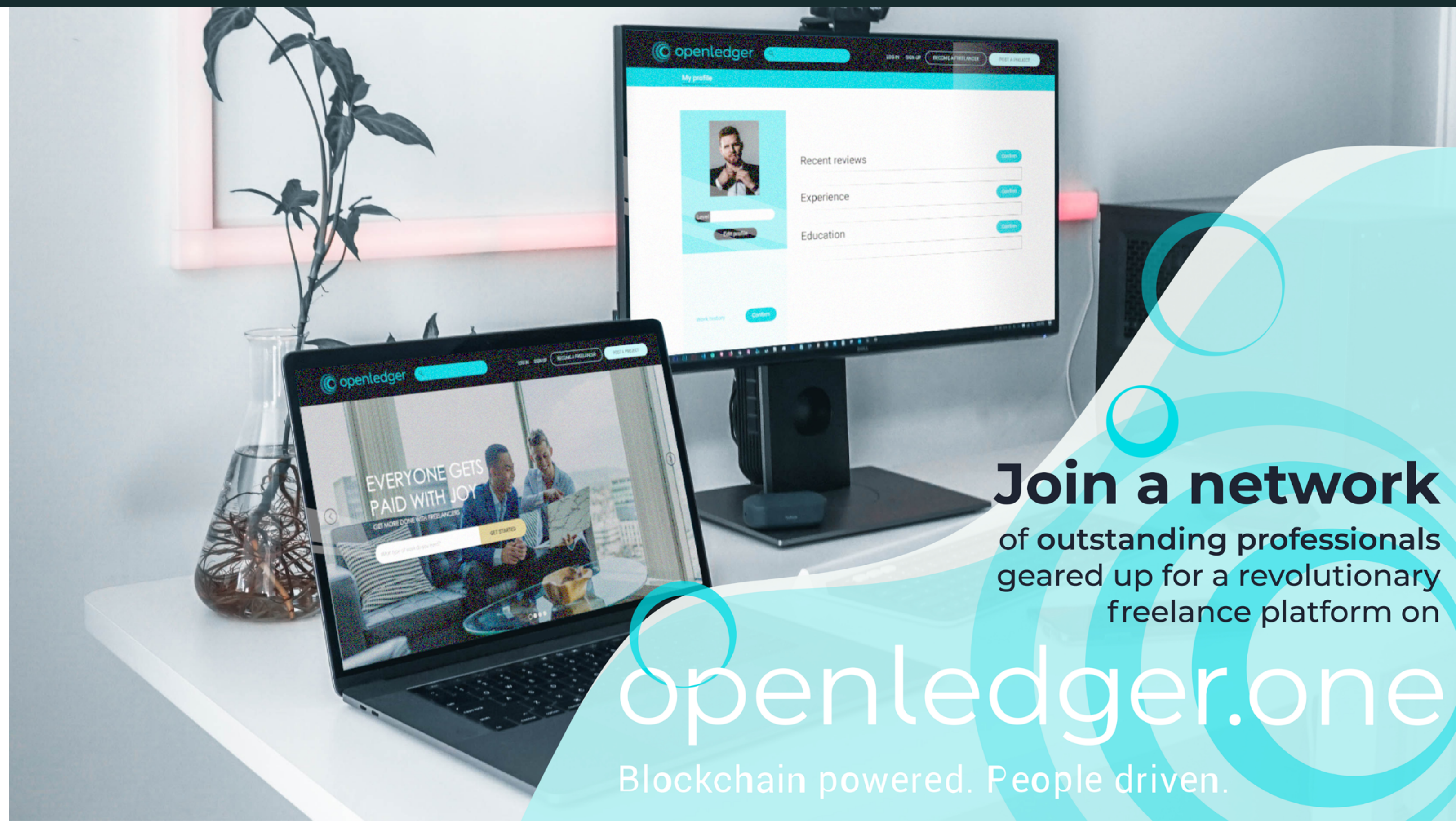
The combination of technical excellence, legal protections and ease of use offers everything businesses need to move critical processes onto the blockchain, saving them time and money.

The flagship application on this enterprise-first platform will be OpenLedger.One: a freelance jobs marketplace and a one-stop shop for the gig economy, with an integrated crowdfunding platform, crypto exchange, and JOYY – VPLedger’s native stablecoin. Pegged at 1 euro, this will enable frictionless, instant cross-border payments.

‘With the change in working patterns prompted by the coronavirus pandemic, more and more work is shifting to the internet – making this an important time to introduce a gig economy platform with everything freelancers need to succeed.’

Pioneering spirit

Before founding VPLedger, Ronny spent much of his career in the music industry, travelling the world to establish long-term business



VPLedger
Verified Personality Blockchain

relationships with distributors.

In the course of his work, Ronny visited over 100 countries, often building new markets in locations that had previously lacked them entirely. Some twenty years ago, on a trip to Dubai, he happened to eat at a Thai restaurant with a teppanyaki, where the customer chooses from a vast range of ingredients and the chef prepares the food in front of them.

'I immediately fell in love with this concept and realised it could be used in other ways, as a kind of supermarket of available skills people could mix and match – and where the best people could win better contracts and greater responsibility as they completed the tasks allotted to them.' At the time, the means to realise this vision did not exist.

That would change with the advent of distributed ledger technology. 'I started out back in early 2014, when few people even knew about Bitcoin. It quickly became clear to me that blockchain would provide much-needed solutions to problems in the music industry, financial sector and far beyond, by connecting users directly without the need for any middlemen or the fees they charge.'

The business of blockchain

Under his brand and trademark OpenLedger, Ronny developed one of the earliest decentralised exchanges, hosted on BitShares, and other white-label products.

His team of more than 50 experts has a strong track record in delivering custom blockchain solutions for business, including two Fortune 500 companies. One of their finest moments was taking part in an accelerator programme organised by Etisalat UAE, major telecoms provider, in 2019. 'This led to a request, along with 25 other blockchain companies, to tender a solution for DHL courier service. Our team won the competition.'

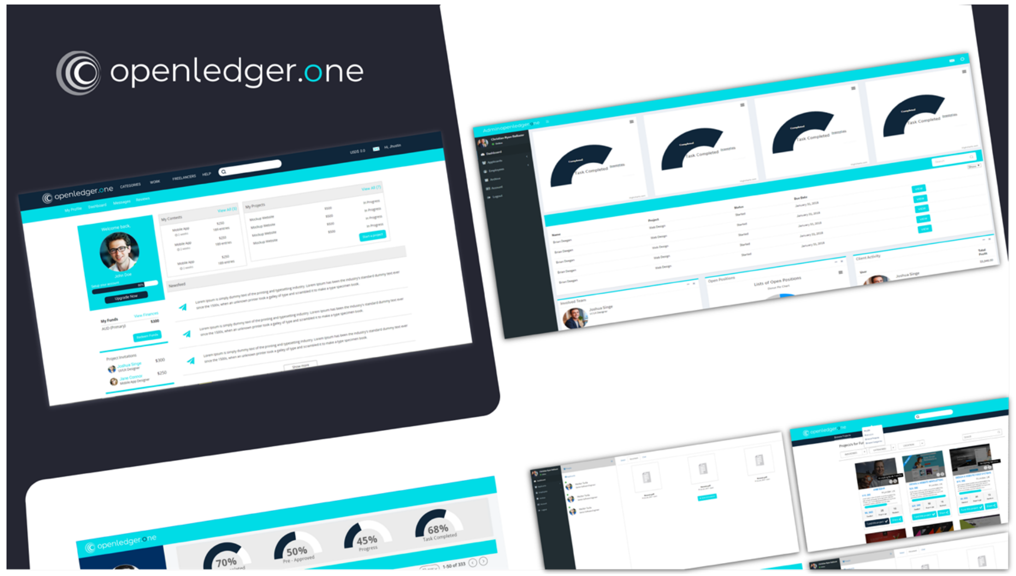
Big corporations have very different needs to the users of popular open blockchain platforms like Bitcoin and Ethereum, including speed, scalability and, critically, compliance. Insights from these contracts informed Ronny's decision in 2018 to create a new company, Danish Blockchain Services ApS (DBS), which emphasises compliance as a pillar of enterprise adoption and will target

17 Goals, 9 billion people, 1 Future

'VPLedger and the OpenLedger. One freelancer platform are the culmination of everything we have learned about blockchain and business over the last six years: a world-beating suite of services with compliance by default,' Ronny explains.

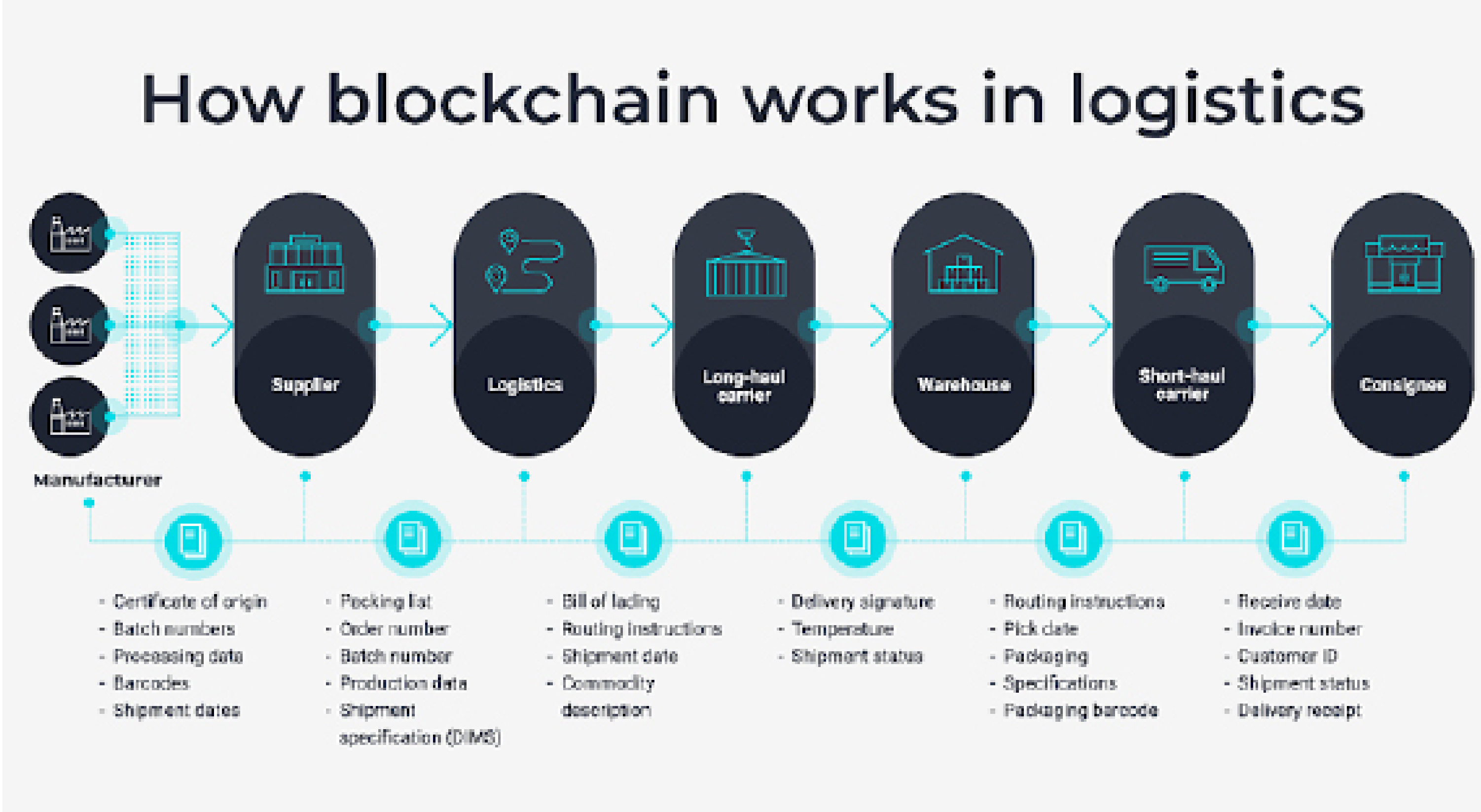
global expansion, with branch offices under the OpenLedger trademark in every country of the world. With core technology already in place, timelines for development are aggressive. With the necessary resources, the beta stage of the VPLedger blockchain platform can be up and running in three months, complete with KYC (Know Your Customer) partners, and governance and validator applications accepted for key network stakeholders accepted.

These groups are an integral part of the VPLedger ecosystem, benefiting from their role in processing transactions securely and maintaining the network. Assuming funding targets are met, towards the end of the year, OpenLedger.One will be released, with JOYY payments and



franchise opportunities available.

Ronny sees blockchain as a technology that is fundamentally for human good, and that will be instrumental in helping to reach the UN's 17 Sustainable Development Goals by 2030. 'Building something for the world to use for good is a permanent legacy,' he explains. 'Insisting on "compliance by default" is the key step towards creating a truly global economy where all people have the opportunity to connect across religions,



cultures, countries and borders of any kind.'

With hundreds of millions of people already engaged with online employment in one form or another, the goal is to have 100 million daily users for OpenLedger by 2030, and more than 2 billion registered on VPLedger, which will offer all kinds of other financial services and asset management. Unlike Facebook, which has a perennial problem with fake accounts, every one of these users will be verified.

'The ability to work from home increases opportunity and reduces pollution, offering people a reason to dream and a chance to rise above the poverty level. Giving every individual on the planet a chance to work remotely online will have an impact on all 17 of the UN's Sustainability goals, and will be a giant step towards bringing about a circular economy that is restorative and regenerative by design."

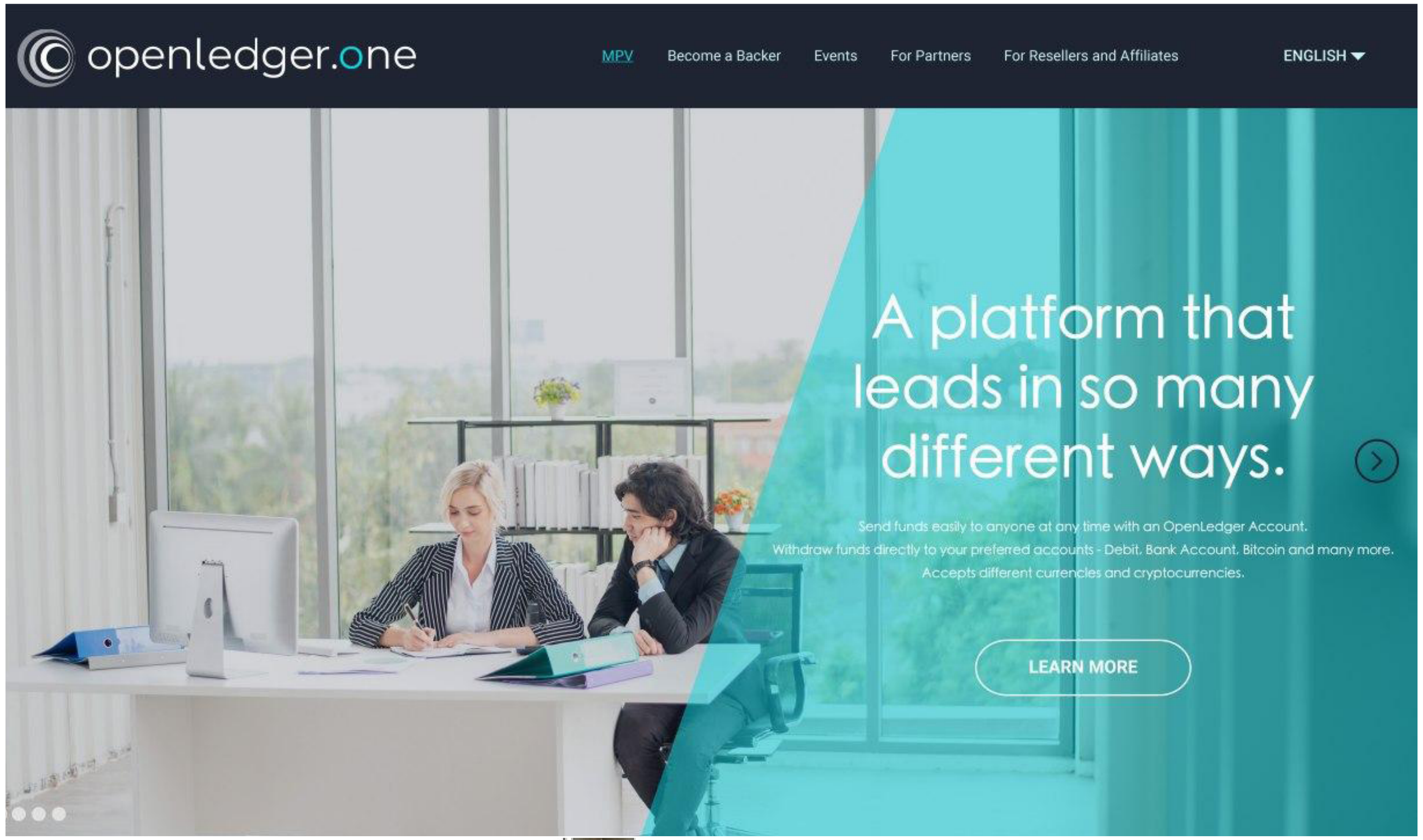
Exciting times are ahead, and it is a great pleasure to be in a position where giving can have such an impact on living!'

Join the collaborative economy

VPLedger is possible to follow on LinkedIn.Follow to register and use the built-in free messaging facility, as well as enjoying zero-fee transfers to other users once they have acquired VPL, the native token of the blockchain.

A series of membership options are available, including limited Lifetime Memberships, which will offer significant discounts for platform use and other attractive benefits.

DBS is seeking to crowdfund up to 500,000 EUR via accelerator programmes and Angel investors, who can provide additional business experience as well as financial backing, to ensure it has the resources to complete the VPLedger beta as well as OpenLedger. One.



Specific opportunities for investors can be discussed on a case-by-case basis. The platform is expected to be self-sustaining in terms of future funding, with over 5 million EUR annual revenues projected by year 2.

If you are interested in becoming a member of the VPLedger governance team, a co-founder of Danish Blockchain Services or other, more bespoke or conventional roles, please contact Ronny Boesing via email at ronny.boesing@vpledger.com or connect on LinkedIn.