



FAMILY OFFICE INSIGHTS
facilitated by The Bavelas Group

Peer Insights

R E P O R T

Q&A with Sergey Grybniak

Founder of Opperty.

Principle Series:

Family Office Insights sits down with Sergey Grybniak, Founder of Opperty, to discuss his dual-layered business relationship ecosystem with a decentralized marketplace and a knowledge-sharing platform to secure B2B interactions through smart contracts and decentralized escrow by means of Proof-of-Expertise Protocol; to empower small businesses to increase awareness and build trust; and to enable vendors and service providers to use the built-in ERC-20-standard cryptocurrency, and the OPP token through gamification.



Family Office Insights is a voluntary, “opt-in” collaborative peer-to-peer community of single family offices, qualified investors and institutional investors. If you care to learn more, and perhaps join the community, you are welcome to visit us here at FamilyOfficeInsights.com.

Q: Tell us about your background and how you got into the industry.

A: I've been building and growing companies, with a focus on digital and content marketing, for the majority of my international career. I am the Founder of Clever-Solution.com and Oppority.com. My passion is centered around helping small and mid-size businesses achieve potential through latest technological innovations and techniques, including: applications development, machine learning, natural language processing and smart contract development. With over 100 mentions in the media, I hold the IBA 2017 Executive of the Year award in Advertising, Marketing & Public Relations. I am certified by Google (Google Analytics and Google AdWords certifications), and am a regular guest expert at TechStars Startup Weekend.

Oppority is a dual-layered business relationships ecosystem with a decentralized marketplace and a knowledge-sharing platform, including the following unique features:

- The ability to secure B2B interactions through smart contracts and decentralized escrow by means of Proof-of-Expertise Protocol;
- It empowers small businesses to efficiently increase awareness and build trust through content creation via its knowledge-sharing platform;
- It enables vendors and service providers to use its built-in ERC-20-standard cryptocurrency, the OPP token, through gamification activities at the marketplace.

Oppority, with the help of its expert community, ensures transparency and security, standardizes procedures, and creates an environment of cooperation that instills trust between parties.

Within small business, there are companies and individuals that collaborate with businesses. Here is the best way to break it down:

Oppority for Business

Oppority is a powerful marketplace for small and medium sized companies.

Using Oppority, you can:

- offer your products and services directly to interested prospects;
- list products and services (with detailed descriptions);
- cater to local customers (if the location is specified);
- publish requests for products and services offered by other Oppority members;
- contact freelancers and individual contractors;
- search for employees;
- leave reviews and provide references for other Oppority members.

The Oppority business model is highly profitable for a business, enabling participants to:

- find new leads and maximize marketing efforts, showcasing products and services directly to interested prospects;
- gain a strong foothold in the local market, appealing to local customers in your specific niche;
- get high-quality traffic and backlinks to your websites, generating and sharing content among Oppority accounts;
- find employees, contractors, and freelancers;
- facilitate B2B and B2C communication.

Oppority for Individuals

Oppority is a platform for individuals interested in collaborating with businesses. It is sleek, smooth, and easy to use and navigate.

Occasional users will find Oppority helpful in searching for specific products and services. You can either select the best option available, or publish a request describing what product or service you need. In no time at all, you will receive multiple responses. All you need to do from there is choose the response you like best.

Oppority is also a worthwhile platform for freelancers and contractors. On Oppority you can offer your services any day of the week. Just submit an offer and receive responses from businesses and other Oppority members. Then just choose the best offer. It's as easy as that!

Embracing the power of Oppority, users can:

- choose products and services offered by businesses, contractors, and freelancers;
- compare different offers and requests, selecting the one you like best;
- contact and rate businesses and other Oppority users;
- leave reviews on Oppority pages of businesses and rate their products and services.

Q: Who is your target audience?

A: Small and medium-size businesses. They are the “backbone” of most economies – both the developed and the emerging. In the United States alone, there are approximately 28 million small businesses. We also see tremendous potential in Asian and European markets. Our solution is truly scalable and global, and, while we see immediate application in the small business community, we anticipate other type of businesses and service providers joining our marketplace and ecosystem in the future.

Q: What are some of the challenges you face in this market?

A: Lack of trust in building business relationships, as well as transparency B2B and B2C transactions globally. Especially for small businesses and individual providers: from false, fabricated paid reviews to lack of expertise in a particular area of service (i.e. legal services, designer freelancers, etc.). As well as unreasonable expectations and high cost and lengthy traditional transaction and legal processes.

Q: How are you different from your key competitors?

A: To the best to our knowledge and competitive analysis, no other marketplace provider has solved for lack of trust in business transactions globally. There isn't a single marketplace for service providers empowered by Blockchain that provides objective reviews such as ourselves.

Q: How are you changing the landscape of your industry?

A: Opperty offers unlimited possibilities for making requests, submitting offers, and selecting providers and suppliers. Opperty simplifies B2B and B2C communication and enables efficient collaboration.

At Opperty, we have expanded the parameters for both buyers and sellers. Businesses, customers, suppliers and providers have never been closer before, which is what makes our offering so great.

Q: How much are you looking to raise and who is your ideal investor?

A: We are very open minded and welcome different kind of investors ranging from traditional investors to crypto funds (we already have ~\$12MM in commitments that we are currently converting; including \$1M+ from accredited investors). Our investor pool consists of individual and institutional investors, while our Initial Coin Offering (ICO) Presale [<https://opportunity.com/ico/>] started on February 5, 2018 with a great traction! We see an increased interest in Blockchain and crypto opportunities from family offices and more and more contributors are switching to “modern ways” of investing into Blockchain-empowered projects. Our ICO is structured in compliance with U.S. laws and regulations with PPM and SAFT agreements in place.

We're open. We are offering generous bonuses for the ICO “early birds” and open to discussing larger private investments from family offices and high net worth individuals. To learn more about our ICO, please visit: [<https://opportunity.com/ico/>].

Q: What's your mission?

A: Oppority aims to become a global business marketplace and an expertise validation provider on the Blockchain.

Q: What's next for you?

A: I am very passionate about our strategy, business model, and have great confidence in this unique market opportunity and our talented international team! I am looking forward to taking Oppority to the next level and evolve our working beta product that is already available on [<https://opportunity.com/>]. We are also starting to explore strategic partnerships with Fortune 1000 companies. My ultimate goal remains – to build a B2B Platform Powered by the Blockchain Proof-of-Expertise – Distributed Trust Protocol (video on right hand column) and apply latest technological developments and innovation techniques (including smart contracts, gamification and machine learning) to empower small businesses and broader business community to build and grow meaningful and trusted relationships around the world!

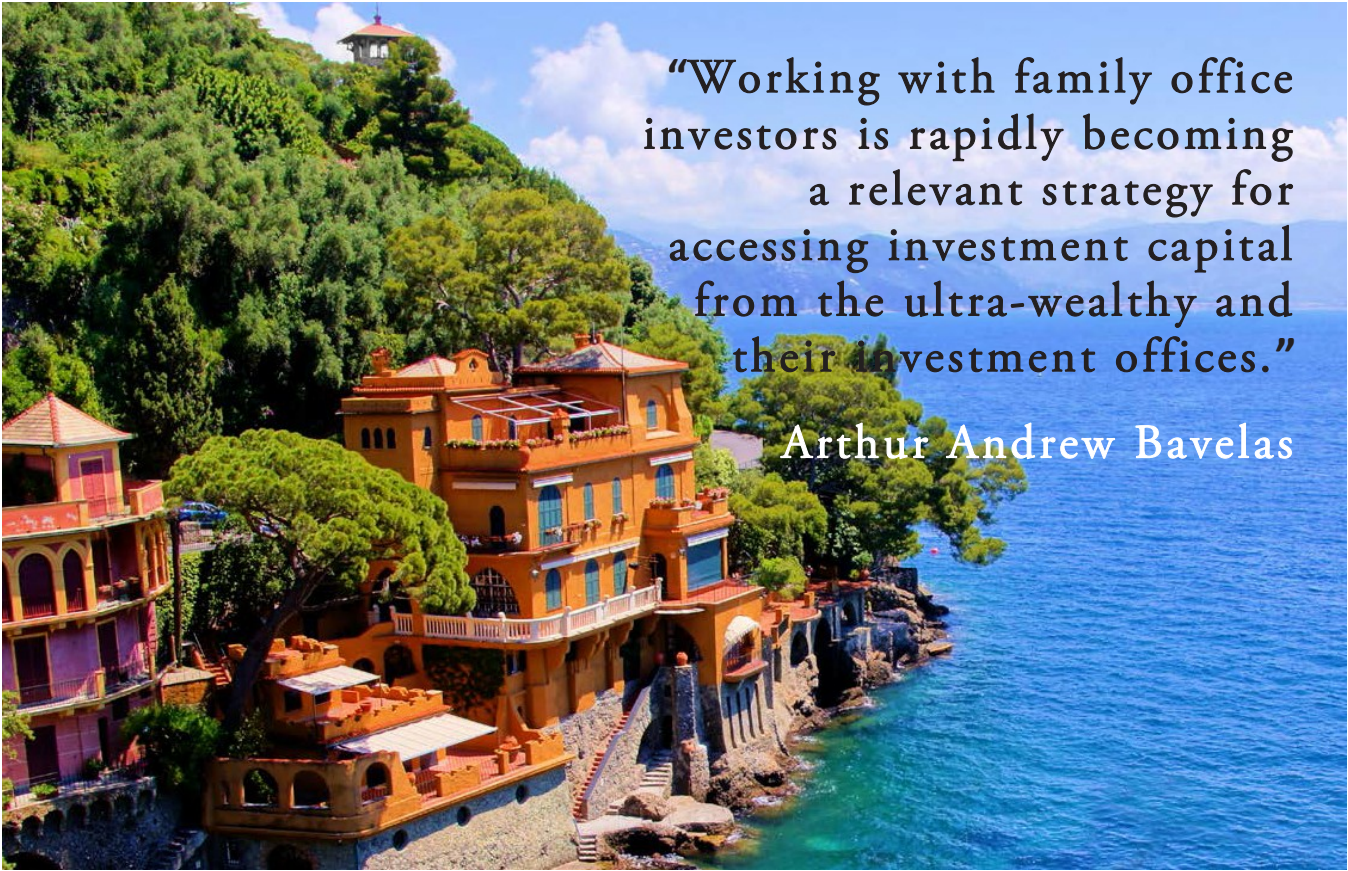


Serial entrepreneur, Sergey Grybniak, is the Founder of a boutique IT consulting firm with over 50 full time employees focused on digital marketing and software development, which he scaled himself. He has extensive experience in providing SEO for companies with over 100 million monthly users.

Sergey has over 100 mentions in the media and holds the 2017 Executive of the Year award in Advertising, Marketing & Public Relations from Stevie Awards. He's also regular guest speaker and expert at TechStars Startup Weekend.

Sergey is also a Member of professional communities such as Search Engine Journal and Search Engine Watch.

If you have any questions or would like to explore this unique opportunity, feel free to contact us at invest@opportunity.com.



“Working with family office investors is rapidly becoming a relevant strategy for accessing investment capital from the ultra-wealthy and their investment offices.”

Arthur Andrew Bavelas