



Carmel

Redefining Human Work In The Machine Era

Carmel is a Decentralized Digital Nation on a mission to Redefine Human Work in the Machine Era. The Carmel Way orients work towards Human Growth and engages the entire person by unleashing our natural freedom, creativity and openness. Carmel Citizens get their own Decentralized Identities and own their personal data while working collaboratively as Publishers, Developers and Apprentices to build Digital Cities on Web3, the new emerging web. A Carmel Digital City is a self-governed, online community that owns, develops and uses Carmel Digital Properties such as Web3 Sites, Domains and Tokens.

Vision: A Human-Centric Machine Era.

Purpose: Human Growth.

Mission: Redefining Human Work In The Machine Era.

Core Value: Humans over machines (H > m).

Founding Principles: Freedom, Creativity and Openness.

Target Market: Web Publishers, Software Developers and Aspiring Developers.

Value Proposition:

Get your Carmel ID, own your personal data and work collaboratively with others to build Carmel Cities and Web3 Digital Properties. Carmel allows **Publishers** to build their own Web3 Platform, **Developers** to own a Web3 Business and **Apprentices** to grow a Web3 Career.

Business Model:

A 3-Sided Work Marketplace where Web3 Publishers, Developers and Apprentices pay **Monthly Subscriptions** and earn monthly rewards based on contributions, in a self-sustainable circular token economy. A **Basic Citizen Plan** will remain Free Forever.

How It Works:

- ✓ Any **Citizen** can get a free Carmel ID, join or found a new City, post content and invite friends.
- ✓ **Publishers** create Web3 Properties (Sites, Domains, Tokens) and post Jobs.
- ✓ **Developers** perform complex jobs, create Challenges and build reusable Elements.
- ✓ **Apprentices** complete Challenges, create Tweaks and perform simple jobs.

The **Carmel Shields NFT** collection for Early Adopters is launching December 2021.

Reserve your Carmel Shield at carmel.io