MDL Talent Hub

WHITEPAPER

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GLOBAL TRUSTCHAIN CONNECTING
PERFORMERS TO GIGS
AND BRANDS TO AUDIENCES

Important Notice

Please read this section very carefully. If you are in doubt as to any action you should take, please consult your legal, financial, tax or other suitable professional advisors.

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Abstract

One of the most important benefits of blockchain technology is the ability to keep unde-stroyable and uneditable track of records. It is already obvious to every industry enthusi-ast that this will change the world we live in. Transparency and efficiency - these are two fundamental characteristics of the new era.

Our project is to bring this philosophy to the talent sourcing market – dancers, actors, models, all kind of gig performers. We are aiming to consolidate supply and demand channels and offer a non-perishable reputation to every market participant. Initially our tools will help to overcome the majority of existing problems in the talent-booker rela-tionship: comprehensive search for talents / gigs, reputation tracing, and convenient presentation tools for both sides.

With the project development, we are going to setup an ecosystem market place for talents to exchange / sell / rent their gear & equipment as well as micro-KOL partner-ship programs with brands to advertise their product and services with high-reputation platform participants. Meta-data mining will be enabled via Skyledger CXO protocol. This all will be supported by MDL Token.

MDL – My Daily Life

For last several decades the world economy has been experiencing a massive shift from agriculture and production to services and further to creative sector of economy as it was noted by Richard Florida, the head of the Martin Prosperity Institute, Canada. Modern technologies disrupt the economy in such a way that more and more people are left unemployed and the idea of unconditional basic income, which was earlier per-civied as insane, is already being implemented in advanced countries. Very soon our society will face the momentum when routine physical and even mental human labor is not required any more for advancement. Here comes the question – what the hell will people do?

MDL Talent Hub will probably not save the world, but the platform will certainly make it brighter. One of the fundamental features of the project is that it will create jobs and give some meaning to the participants' life. Isn't it nice when people can find a paying audience for their talents and monetize their time spent on hobbies? MDL will make that easier!

Brave New World is already a part of our reality and people consciously or unconsciously admit it and regret having dropped their hobbies and now push their own children to learn to be more artistic. MDL Talent Hub is conceptually what should happen sooner or later and we are happy to be the facilitators.

What are We doing and Why

In the ongoing blockchain mania there are so many projects that seem to be less genuine or even fake. ICO became an easy tool for startups to raise funds and so scammers are up for a long buck as well. Is MDL Talent Hub a real thing with a determined vision and a development plan or it is just riding a wave of cryptohype? We believe we stand on solid ground and here is why.

First of all, why do we need blockchain technology just to create a recruitment application?

We believe that current the means of booking talents are outdated logically and technologically. With help of blockchain technology (as well as other instruments and approaches) we are going to create reputational module, so that any market activity can be consolidated and traced. More than that, using MDL Token we are going to create ecosystem economy that will allow us not only to attract more participants, but also spread sources of income. This will decrease commission on transactions and hence put us ahead of our possible competitors.

## Why exactly do we work with the performers sourcing market?

There are several reasons. First of all, we want to start with a niche market and we believe that the segment we have chosen requires technological facilitation most urgently – there isn't comprehensive and global search engine for talents and talents job created yet. Our team has solid experience in this area and we not only perceive the existing problems, but we also know the way to solve them. Secondly, we believe that the market will grow constantly in the context of industrial revolution 4.0 when robots and AI take over more and more jobs. People are creative by nature and we want to simplify monetization of their hobbies and skills with help of our solution. And last, but not the least, we think it is fun to work with talents! Performers are outstanding and their energy is vital for human development, so we want to be as closer to the source of creativity as possible!
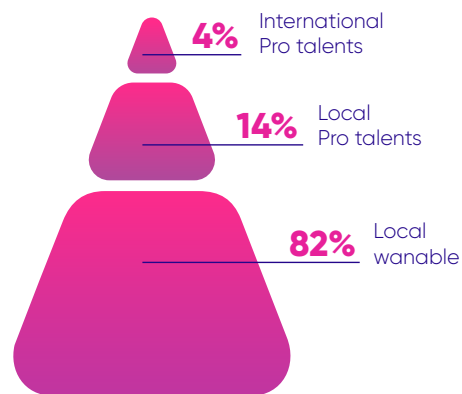
Market description and market problems

Market Description

Talent agency – the practice of representing entertaining talent. Talent agents, also known as booking agents, find work for authors, musicians, actors, voice-over artists, film directors, music or film producers, models, professional athletes and others working in various areas of the entertainment business. – Definition from Beyond.com

The majority of talents operating in the entertainment industry are freelance based, since each new project generally has new requirements. Thus it takes time and effort to establish new work relations – locate certain talents, discuss and confirm job conditions, make sure that they will do what is requested, secure their working conditions, manage payment, and so on.

Other 10%
Street Performers 4%
Hosts 9%
Singers 11%
Musicians 12%
Dancers 13%
Models 18%
Actors 23%
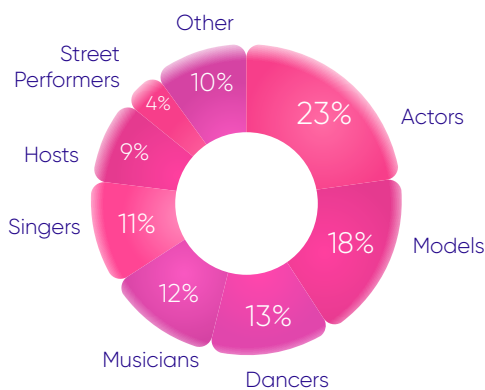
BREAKDOWN OF GLOBAL **$12.4BN** TALENT SOURCING MARKET

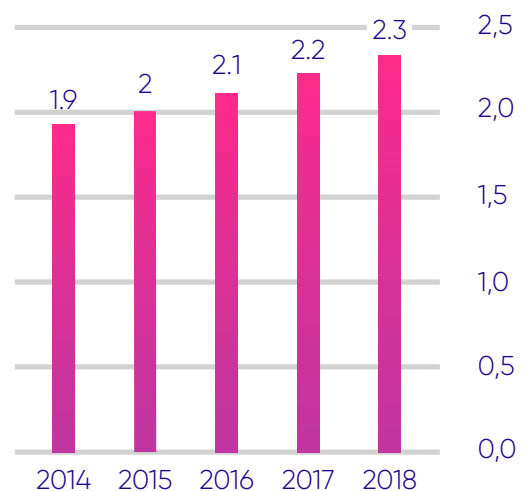**4%** International Pro talents
14% Local Pro talents
82% Local wanable

OUR AIM IS TO EMPOWER BOTTOM AND TO FACILITATE TOP

SIDE SERVICE PROVIDERS:

Catering
Equipment Rental
Locations
Production / Postproduction
Logistics
More

2014	2015	2016	2017	2018
1.9	2	2.1	2.2	2.3

VALUE OF THE GLOBAL ENTERTAINMENT AND MEDIA MARKET FROM 2014 TO 2018 (IN TRILLION U.S. DOLLARS)

MDL Talent Hub

Market Acquisition

Strategy

Focus on Asia/Local market first

a. Shanghai – Testing platform with local foreign talents, adjusting the business model & interface. Implementing new features.

b. China – spreading the platform to foreign talents across China. Partnerships with casting and talents agencies. Develop localized version with feature

Moving further into Asia once testing and optimizing is complete

a. Korea – Inter the market with help of foreign talents and Chinese talents. Partnership with casting and talents agencies. Localize for Korean talents.

Commencing full penetration of Asia

a. Asia – Enter the market with help of foreign talents. Localize for each country.

Develop into Europe and CIS

a. Europe and CIS – Enter the market with help of foreign talents. Localize for each country.

Enter ROW

a. ROW - Enter the market with help of foreign talents. Localize for each country.

Focus Points

1. Building up and enhancing community and fans of the platform

2. Collaborate with established producers and casting agencies

3. Use ordinal means of payment and gradually introduce MDL Token by providing benefits

4. Collaborate with experienced and professional talents

5. Provide useful tools for market participants (compcard creator, application downloader, calendar, etc)

6. Collaborate with brands to provide discounts for platform participants

7. Develop merchandise for platform participants

8. Organize contest for platform talents and rise new stars

9. Attract third parties to provide services for platform participants

10. Establish livestreaming presence to highlight talents of the week & build their portfolio

11. Organize local/global events to attract new talents to our platform & highlight local
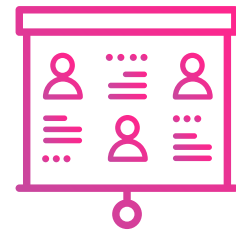
Market Problems

Success of a promotional event, TVC shooting, or a fashion show highly depends on talents involved. When a big amount of resource is concentrated to push forward a product or an idea it is absolutely necessary to be sure that talents will do their best. From another hand, talents are often misused, cheated, or simply treated bad. That's why it might be difficult and costly to establish cooperation with professional and well-behaved models, actors, and other type of artists, until they are sure that everything will go well.
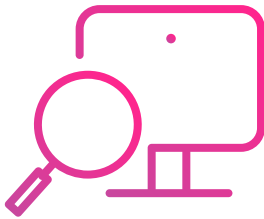
| Search | Reputation | Presentation |

As the market is continuing to grow there is a sound call for regulations and transparency coming from both sides - bookers and talents. More particularly, there are the following problems existing within talent-booker relations:

1. **Search.** Spreading job info is resource consuming and it is difficult to find decent talents. The current supply and demand is hidden, channels are not consolidated. Bookers are not aware of the talents schedule, so it takes time to contact each one. The current solutions are outdated technologically and logically.

2. **Reputation.** Tracking all talents and bookers blacklist is difficult, since there is no unified database for that. Often job conditions are not described clearly, rude or lie from bookers. No fixed price for jobs, a lot of money cutting and low offers from bookers. Talents often misbehave or lie about their parameters and skills.

3. **Presentation.** Collecting and presenting casting info is time-consuming. The final client often goes for talents with just better presentation materials instead of taking that are the best fit.

Our tools as the solution

We are creating a platform both for talents and bookers to make their life more convenient and efficient.

A clear understanding of business processes in the talent market as well as the ability to utilize contemporary technological solutions allow our team to become a game changer in the industry. Our tools will help resolve existing issues and make life for conscientious market participants better.
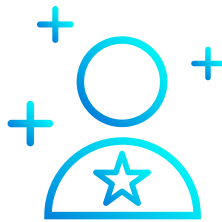
Search   Reputation   Presentation

Specifically, we are going to do the following:

1. As insiders in the industry we are able to determine and develop simple solutions for both bookers and talents, such as easy-to-use booking system, appealing talent profiles, time-management tools, talent catalogs for final clients, and more.

2. By providing useful tools for both talents and bookers we will consolidate existing market onto one platform, so that the search for talents and jobs will be extremelly simplified.

3. With help of blockchain technology we are going to establish a rating system for every participant and thus bring transparency and credibility to the market.
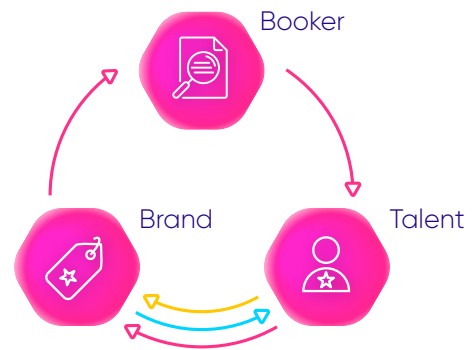
Sources of income

Innovative streams

Reputation-based partneship programs with brands

Talents with high reputation can get a discount from our partner brands just because they are so cool. Motivation of the brands is to promote their products and serivices via local opinion leaders.

Booker

Brand

Talent

Prosumer Ecosystem market place

Internal marketplace is enabled for talents to exchange, sell&buy, rent out thier gear, equipment, customes, and else. Fans that follow the rising stars can easily purchase items of adorance here as well.

Crowd

Talent

Marketplace
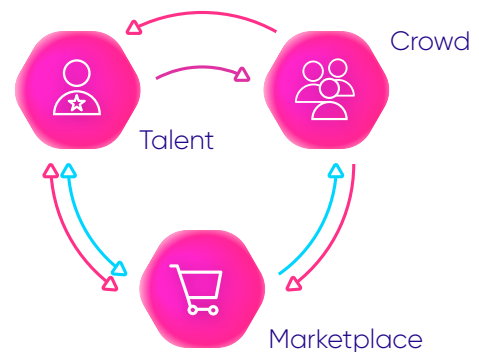
Insurance System

In order to ensure the safety of business relationships between bookers and talents, there is going to be an insurance system introduced on the MDL Talent Hub platform. It is going to be possible to purchase insurance with a discount if the business reputation of the person is good as well as if the purchase is made with MDL Token.

Booker

Talent

MDL Insurance Pool
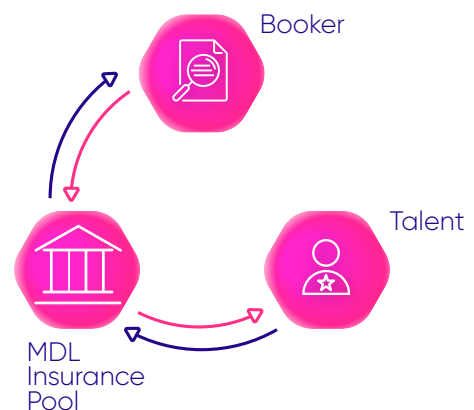
Conservative streams

- Exended functionality
- Comission on transactions
- Target advertising

MDL Talent Hub

Technical details

OpenSource
New techs from geek world to real economy sector
Iterative approach
Mobile and Desktop

BlockChain

It is absolutely not necessary to be an IT professional or blockchain enthusiast to be able to use our platform on a full scale. A friendly user interface and an intuitive UX/UI will allow the participants of MDL.life platform to use all the benefits of blockchain technology and cryptocurrency without the need for IT skills.

By utilizing blockchain technology we are aiming on solving existing problems on already existing market, for an instance, we are going make processes on the talent market more reliable, easier, and cheaper.

Why do we choose Skycoin tech / Skyledger?

MDL is [currently] not a dapp or a mere bunch of smart contracts. We see blockchain as important part of technical evolution. Most importantly - all the blockchains in our eyes are databases. Yes, databases with their peculiar attractive properties of being distributed and immutable. Ethereum is trying to put the entire world into one database; but for us as a startup it's important to make sure that technologies we're using are solid and well tested. As it was very well put on skycoin's github, Skycoin improves on Bitcoin [and hence most of its forks] in too many ways to be addressed here. Instead we suggest to have a look into their blog and maybe even glance at the whitepapers.

MDL Token Hours

MDL Talent Hub will have Token Hours enabled via Skyledger technology. The meaning of it is simple – each hour a holder of 1 MDL Token earns 10 MDL Token Hours, for 10 MDL 10 MDL Token Hours per hour, and so on – the accumulation goes on the constant pace. The Token hours can be spent on certain time-limited functions on the platform, such as profile customization and search promotion. After the transaction is made the MDL Token Hours are burned.

How MDL secures reputation

In order to facilitate credibility of reputation MDL Talent Hub will make use of two modern technologies – blockchain and PIDS. Let us explain in a simple manner how this will work.

Persistent Immutable Data Storage (PIDS) is a new way to keep information. The technology allows storage of data on devices of users instead of using centralized servers that are viable to attacks. Nowadays there are two promising protocols being developed and already available for usage – IPFS and CXO; both promise substantial cost reduction and increase the speed of transmission. Once the file is uploaded, it receives a hash-sum – certain coded address of the file which anyone can use to access.

Blockchain is a technology that can be understood as a continuously growing list of records, which is impossible to change since it is stored in a decentralized manner and encrypted. High levels of encryption allow storing only bits of information such as hash-sums or URL addresses. What is good about this is that anyone can be sure that the list is unchangeable and immutable, that's why it is also unhackable.

In combination these two techs work excellent together. Pictures and photos of talents will be stored using PIDS and their hash-sums encoded into blockchain with a timestamp, so that anyone can be sure that the files are related to certain person and certain event!

User Instruments

Profile

We believe that a talented person can be talented in many ways, so each profile will be able to feature several portfolios, such as an actor, dancer, origami master, or other talent portfolio. Each of these portfolios will feature sufficient presentation materials like comp cards, intro videos, and other media. Thus a booker can easily choose from the specific portfolio a talent offers which is required for the appropriate event.

Search

Search will be available both for bookers and talents in terms that will make it easy to search for both jobs and freelance talents. We aim to make the platform intuitively simple and will listen carefully to the suggestions from our community while at the same time utilizing accepted industry standards.

Calendar

A flawless time management tool is essential for freelance talents as well as bookers. MDL has a nice idea of how to make one! All calendars will be linked to one database, so that bookers will be aware of talents schedules while talents will be aware of upcoming events. The calendar will be also linked to blockchain so that all events can be traced and confirmed.

Booking system

Talent booking is a complicated process associated with time pressure, unclear and shifting conditions with final clients, an elaborate selection process, and more pain points. MDL Talent Hub is going to create a universal booking tool that can be customized for certain special conditions. We will utilize an iterative approach and constantly consult our community about various features to be implemented.

Compcard creator

Presentation is everything in this business, since the final client usually has time only for a glance through media materials. We will make it easier for talents to make as well as to update a nice professional comp card using our comp card creator, which will be available and free for everyone.

Application downloader

It takes an effort for bookers to gather presentation materials and send them on to the final client. And for the final client it takes an effort to choose among presentations and different formats to spot the most suitable talent, while there is still a high likelihood that at the end of the day the materials considered will prove to be fake! With MDL this no longer be the case! First of all, we will make it easier to submit materials for client review by automatically combining them into a pdf file with all relevant information and our reputation score displayed, leaving no place for cheating.

Modules

MDL Talent Hub is the ecosystem that is designed to facilitate the talent sourcing market. Insightful expertise in both IT technologies and the entertainment industry allows us to bring the most efficient and effective medium for collaboration of artists, bookers, and brands.

Blockchain reputation

traceable and immutable reputation statistics storage.

Skyledger powered MDL token

Transactions are fast and free of charge. Token Hours accumulation is enabled.
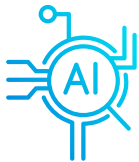
Semantic AI search

contextual meaning and graphic recognition.

Gamification

encouragement and rewards for platform activity.

Booking and Time Management

ecosystem synchronized time booking system with enhanced conditions algorithm.

Dispute resolution

community powered judgment arrangement for fair reputation score allocation.

Distributed data storage

Skyledger CXO technology for the fastest bandwidth. Token mining enabled.

YOYOW authentication

To be confirmed.

Reputational module explained

The main idea of the MDL platform is to create a safe and transparent environment for the talent-sourcing segment of the entertainment industry. The core technology of the system is the blockchain-based reputation module.

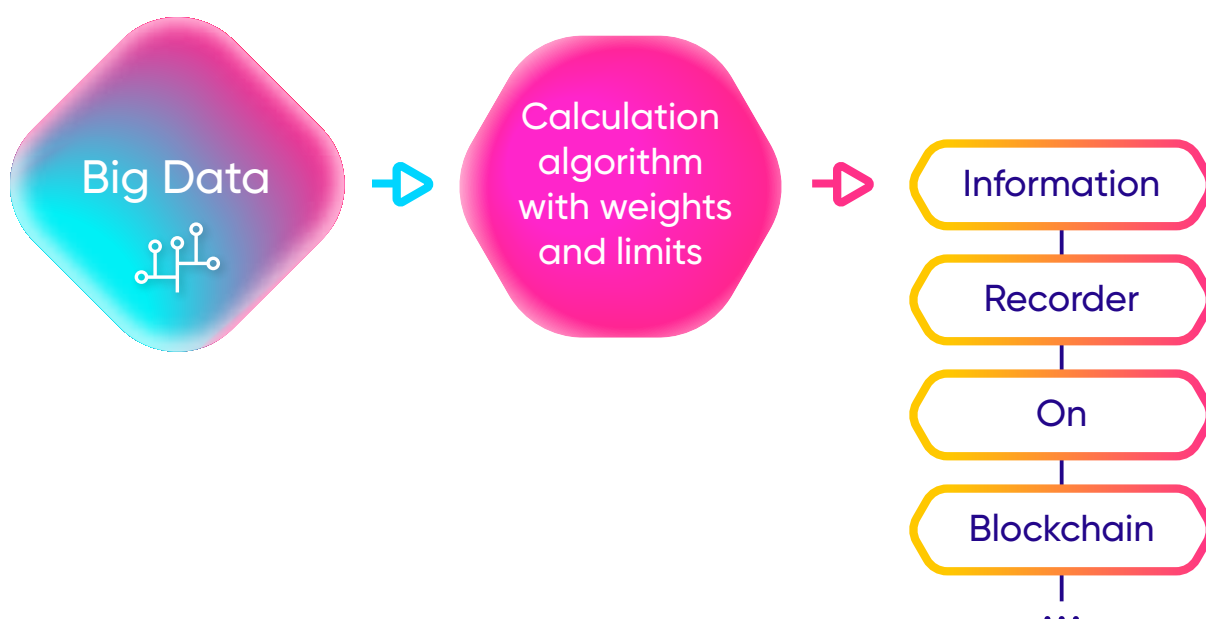**What is it exactly and how is it organized?**

To ensure credibility of talents, bookers, and other platform participants, all the activity on the platform as well as beyond it to some extend, is going to be traced and recorded. This big data is then processed and analyzed via our algorithm, which uses certain weights, and limits and the outcomes of that are recorded on the blockchain as a score once in a period.

Big data indicators are set all around the platform and beyond it with our partners to make the most comprehensive evaluation of certain behavioral patterns. The outcomes of the big data calculations then get intertwined and categorized in the following way:

1. Business trustworthiness - based on agreement fulfillments
2. Talent popularity – based on likes, amount of followers, types and amount of events completed, etc
3. Platform activity – based on the amount of time spent on the platform and amount of functions used.

Each score triggers certain features on the MDL platform, for an instance, having a higher popularity score makes it possible to get higher discounts from brands, or with higher activity on the MDL platform it is possible to get bonus tokens, or for higher business trustworthiness you can get better deals and market exposure.

In addition, the big data collected on the platform can be used for demographical statistics.

Big Data → Calculation algorithm with weights and limits → Information / Recorder / On / Blockchain / ...

MDL - Mining Distributed Ledger

MDL Talent Hub will utilize PIDS technologies (IPFS, CXO, etc), which will allow information to be stored in a distributed manner on users' devices and miners, improving access, speed, and security of information.

In order to compensate our users and miners we will establish a bounty program by which anyone can get a certain number of MDL Tokens for storing info about talents, events, and so forth. MDL Tokens can then be spent on MDL Talent Hub for other valuables or exchanged to other crypto or fiat currency.

At the moment, there are two promising technologies which we might utilize in the future: InterPlanetary File System (IPFS) and Skyledger (CXO). IPFS is already operating and all media materials from our blog are stored there, although mining has not yet been enabled. However we expect that sooner or later it will be possible to earn bounties by mining data through IPFS.

Skyledger, in turn, is a newly developing phenomenon, but is strongly backed by the IT community. Participants in the Skywire community will be able to set up their hardware or Skywire miners to power the MDL network, providing access for photos, videos, and all necessary metadata.
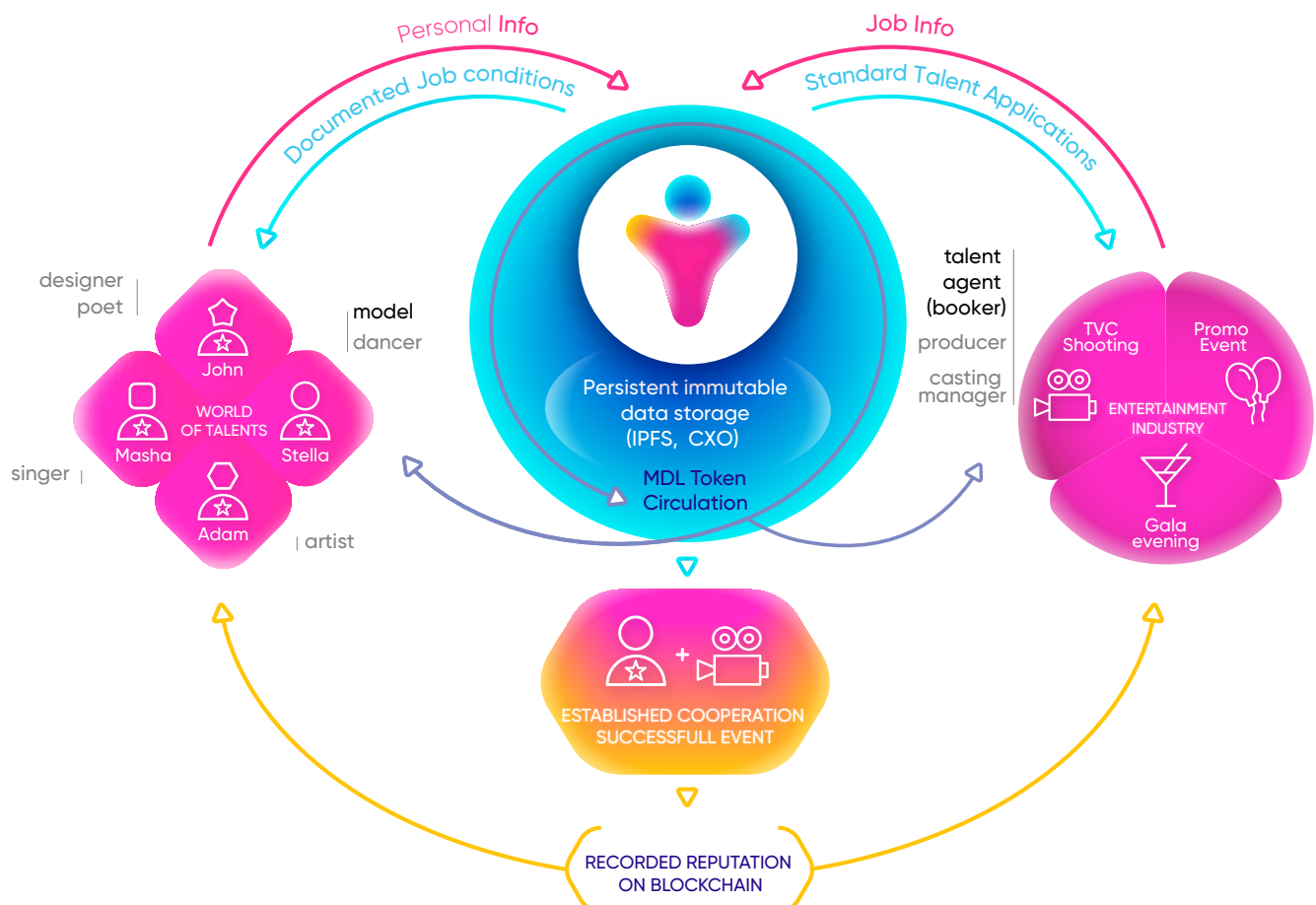
MDL Token and Initial Token Offering

In January 2018 we have achieved hard cap on the pre-ITO with 0.5 mln USD.

During the Initial Token Offering (ITO) that will last from 10th of March 2018 until 10th of April 2018 or until we reach the hard cap, for development of the platform, cross-border scaling and business development and exchanges listings, as well as R&D and further implementation of block chain and decentralized data storage technologies.

In order to join the ITO, participants should KYC and install MDL wallet. Please visit mdl.life to proceed.

The soft cap of crowdsale is 200,000,000 MDL and hard cap is 400,000,000 MDL.

During the ITO every individual will be able to purchase MDL with ETH, BTC, SKY or WAVES, institutional investors will be able to purchase MDL also in fiat. On the first seven days of ITO price of MDL will be equal to 0,03 USD, with the limit of 40,000,000 MDL, so this is your chance to have MDL token in much lesser price. From the eight to the fifteenth day of ITO 1 MDL is equivalent to 0,04 USD, with the limit of 80,000,000 MDL. From the sixteenth day and until the end of ITO 1 MDL is equivalent to 0,05 USD.

The exchange rates for the assets to be submitted are calculated according to the coin-marketcap.com indicators once per day.

MDL Token is issued on Skyledger-based mainnet in the amount of 1,000,000,000 MDL Tokens.

All Token sale information contained in this White Paper is intended to be indicative only and may be modified prior to the Token sale.

Date	Token price	Discount	MDL available
24.03–31.03	0,03	40%	40000000
1.04–7.04	0,04	20%	80000000
8.04–24.04	0,05	0	280000000

ITO funds distribution

- 45% Platform development
- 35% Marketing
- 10% Partner engagement
- 5% Legal & regulatory
- 3% Token management
- 2% Misc

MDL Token distribution

- 40% ITO
- 20% Meta-data mining (time-locked)*
- 15% Founders (time-locked)
- 9% In-platform rewards (time-locked)*
- 8.75% Team and advisors options
- 5% Pre-ITO
- 2.25% Bounty

*To be confirmed

Road Map

2017

August	Launch of the project
October	Launch of the webpage, blog and MDL token
November	GUI prototype development
December	Skyledger conference

2018

January	Pre-ITO hardcap is taken
March	ITO
April	Major partnerships in entertainment industry
June	MVP release
July	Rise conference
August	Blockchain reputational module implementation
October	Semantic AI search implementation
December	Release on Chinese market

2019

February	Livestreaming implementation
March	Release on Korean and Japanese markets
April	Major partnerships with brands
May	Internal marketplace implementation
August	Expansion to the whole Asia
December	Expansion to Africa, South America, Western and Eastern Europe

2020

| May | Skymining implementation |
| August | Global expansion |

MDL Talent Hub

Our Team

Roman Tronenko / CTO

Experienced Fullstack Engineer with a demonstrated history of working in the internet industry. IPFS pioneer. Polyglot in all senses: Skilled in Golang, Python, C++, jQuery, Java and Ruby on Rails. Strong engineering professional with two Master's degrees focused in Computer Science. The founder and initiator of the gogo.tattoo Project. If you had to do something with China, Mandarin language or languages in general, there's a very big chance you've used one of the apps Roman built or was involved in.

Dmitry Timokhin / CFO

Graduated from St. Petersburg State University, Russia he is living in Shanghai, PRC more than a decade. The area of expertise including but not limited to the apparel manufacturing, media publishing house, food and non-food import/export and distribution, biomedicine technologies and regenerative medicine. Dmitry runs a group of companies set in China, Vietnam, Hong Kong, Taiwan and Russia, which makes him able to handle any sort of tax and legal issues in Asia as well as be experienced enough in scaling strategies.

Dimitry Doronin / CEO

Since completing his education in Europe, Dimitry has been actively developing his professional career in China for the last 5 years. While pursuing his PhD in team management and team creativity, Dimitry has been working as a project manager in Creative Economy Cooperation Council - affiliated to Shanghai government entity; chief accountant for APAC region in Admiral Markets Forex broker; production coordinator and casting director at Ozcam Productions; and co-founder of F You Art Community. Talent himself with about a hundred of completed gigs.

Nathanael Horn /
Global Marketing Director

After graduating with honors from International Business Management Nathan's career brought him through different marketing paths across gaming companies, energy drink companies and the live streaming company called "musical.ly". Bringing his experience as a global marketing and project manager at DesignNest where he helped collect over 1 million USD in crowdfunding for various projects, he is now ready to take on the entertainment industry and help MDL Talent Hub get to the next level as the Chief Marketing Director.

Daniil Kostin / Android Developer

Daniil is mad keen on programming and modern technologies, programming poliglot. Full stack developer, has been involved in different projects, including those that has concerned actor casting and social media. Programming since 12. Holds degree in Psychology.

Bulat Zamilov / System Administator

Professional with about ten years of experience in mastering IT systems. Key areas are networks, software delivery/deployment process, BI-systems. Master of Science in IT focused on software engineering.

Alexander Pala / Community Manager

Has two high degrees in Economics and Cybernetics. Operating in stock and forex markets since 2011. Experienced in managing ICOs and bounty programs as well as in PR with crypto community. Happily married and has three sons.

Tsatsynkina Maria / Graphic Designer

Posses a Bachelor Degree of Graphic Designer and currently pursing her Master's in Digital Graphic and Web-design in Saint-Petersburg. Maria is more than 3 years actively developing her professional career in branding, graphic design, and advertisement. Has cooperated with a Museum of a street-art in SPB as well as with Eastern Economic forum in Vladivostok. Loves to travel.

Kasevich Constantine /
Creative director

Graduated from Odessa National Academy of Communication. More then 4 years experience in branding, concept development and advertising strategy. Working and collaborating with different creative teams around the world. Also Constantine runs branding studio in China.

Bogdan Pshenichniy / Web Designer

Kiev-based UX/UI web and mobile designer with more than 3 years of experience in the industry. Successfully completed more than 40 projects including a mobile APP for Ukrainian State TV Channel STB. Loves techno.

Anton Proshkovskijj / Web developer

Kiev-based frontend developer with more than 2 years of experience in the industry. Anton is experienced in the JS, HTML, CSS, has finished successfully more than 15 projects

Andrey A. Podgornykh /
Financial Risk Manager

Professional with more than fifteen years of experience in stock and futures trading on NYSE and MMVB. Has two high degrees in Risk Management and Economics. Upgraded his skills while studying in Hamburg, Deutschland. Mr. Podgornykh held the CFO role for Goldex Invest, a leader in the institutional single-family rental industry, that managed over 200,000 square meters at its peak. Mr. Podgornykh has also held the CRO role for the private Russian fund, and nowadays is a Partner in electronic production company Sai Fon Technologies. Crypto enthusiast. Husband and a proud father of two daughters.

Mentors & Advisors

Jevgenij Konn /Financial Advisor

Business administration and finance alumni of Heinrich Heine University of Düsseldorf. With over 11 years working in banking and corporate industries in Germany, he acquired profound knowledge and expertise in topics, related to financial markets, treasury and small-cap companies financing. Relocated to Shanghai 3 years ago to lead Asia-Pacific Treasury Department for a DAX-member German multinational company. CFA® charterholder.

Samuel Doe /Mentor

Samuel Doe is a serial entrepreneur with over 28 years' of experience across various industries such as: video games/software development, mobile, internet, social media, digital vending, maritime, and automotive.He specializes in developing and bringing to market early stage startups and scale-ups – with a strong focus on monetization. He has successfully founded and sold 4 of his startups in the USA. Samuel has personally worked with: Intel, HP, Microsoft, Google, EA, Nintendo, Sony, Sega, Dream Works, Samsung, Motorola, TI; as well as other reputable technological organizations.

Synth /ICO Advisor

Creator of Skycoin

Qiang Liu /Strategic Advisor

BitShares community senior participant, HelloBTS founder, YOYOW founder

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