MDL Talent Hub

WHITEPAPER

Version 1.7.2
Release date 07.31.2018

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.

This document is a technical whitepaper setting out the current and future development of the MDL Talent Hub platform and ecosystem ("MDL Talent Hub Platform"). This paper is for information purposes only and is not a statement of future intent. There are no warranties or representation as to the successful development or implementation of the technology or the accuracy, completeness or suitability of the information, set out in this paper. All warranties implied by law or otherwise is disclaimed. No person is entitled to rely on the contents of this paper and all liabilities for any loss, damage of whatsoever kind which may arise from any person acting on any information and opinion contained in this paper or any information which is made available in connection with any further enquires related to this paper is hereby disclaimed. There is no obligation to amend, modify or update this paper or to notify a reader if any matter stated in this paper changes or subsequently becomes inaccurate.

MDL Tokens are not intended to constitute securities in any jurisdiction and in any manner. This White Paper is not intended and does not constitute a prospectus or offering document, and is not an offer to sell, nor the solicitation of an offer to buy an investment, a security, commodity, or a swap on either a security or commodity.

Table of Content

MDL Talent Hub

Abstract

MDL is a KOL-&-Talent Booking platform addressing real problems of the market. MDL Talent Hub is aiming to enable talents, agencies, and brands all over the world to collaborate more efficiently and in a safe environment with help of reputation tracking system based on blockchain technology. In a simple terms MDL Talent Hub is a LinkedIn + Uber for talent sourcing segment of the entertainment industry, which is currently about $260 billion and keeps growing.

MDL Talent Hub was launched in August 2017 in Shanghai and after one year of the development the global team of more than 20 members has gone through successful token presale of $500k. The project was able to develop solid network of partners around the world among leading model and casting agencies, including Sigma Scouting, the biggest model scouting agency in Russia, and 演之桥, leading casting agency in Shanghai. MVP version of the platform is available along with mobile and desktop wallets.

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 percivied 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 be the medium for new jobs in the creative industry 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.

Main Achievements

Development

– Operational Fiber based mainnet with desktop and mobile wallets, teller with operational nodes for BTC, ETH, Waves, and Sky.

– Available MVP version of the MDL Talent Hub platform at www.mdl.live
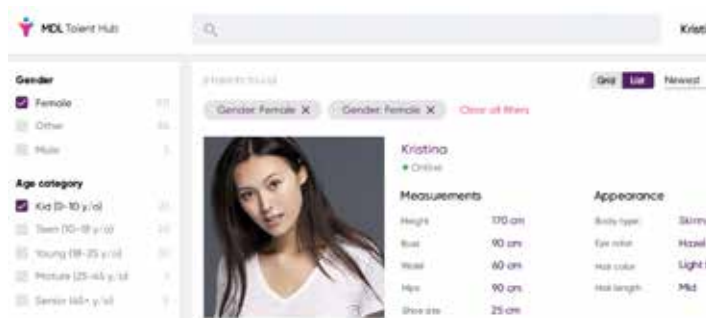
Legal

– Incorporated in Singapore MDL (SG) PTE. LTD. (201807451Z)

– MDL™ Trademark is registered in Hong Kong

– US patent pending #62645992 for our core technology reputation module
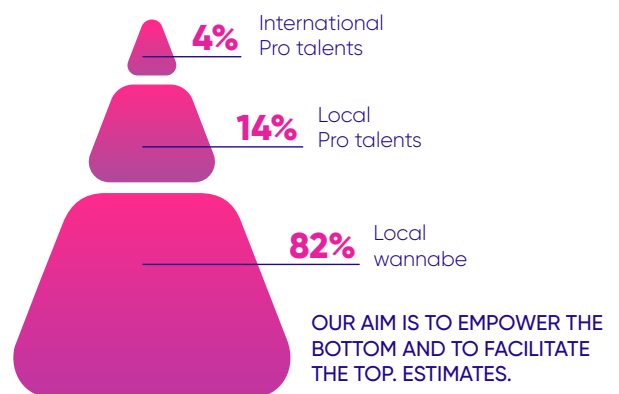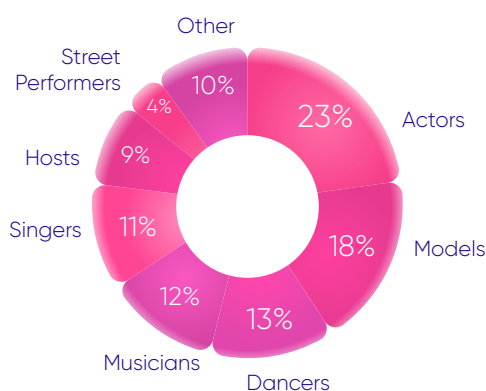
Major Industry Partners

– Sigma Scouting. One of the biggest model scouting agencies in Russia and Belarus having casting offices along with model schools in more than 50 cities.

– 演之桥 (YanZhiQiao). Shanghai casting agency focused on TVC with wide connections across China. It supplies actors and models for more than 30 TVC shootings each month.

– 仰玉工作室 (Young–Yu Casting). Leading Shanghai casting agency supplying all type of actors and models starting from extras to international stars to hundreds of movie and TV series shootings each year.

– Secret Icon. Seoul based platform and network of coworking spaces for model and fashion industries.

– 铧任文化传播公司 (HuaRenWenHua). Guangzhou based media holding doing events, movie shootings and other activities to promote Chinese culture.

– DXDENT. Leading South Korean model agency that has its own production department.

– K-Studio. Hangzhou based casting and talent management agency supplying foreign talents all across China.

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 $260BN PROFESSIONAL TALENT SOURCING MARKET. STATISTA.COM, 2017.

4% International Pro talents
14% Local Pro talents
82% Local wannabe

OUR AIM IS TO EMPOWER THE BOTTOM AND TO FACILITATE THE TOP. ESTIMATES.

🔵 **SIDE SERVICE PROVIDERS:**

Catering

Equipment Rental

Locations

Production / Postproduction

Logistics

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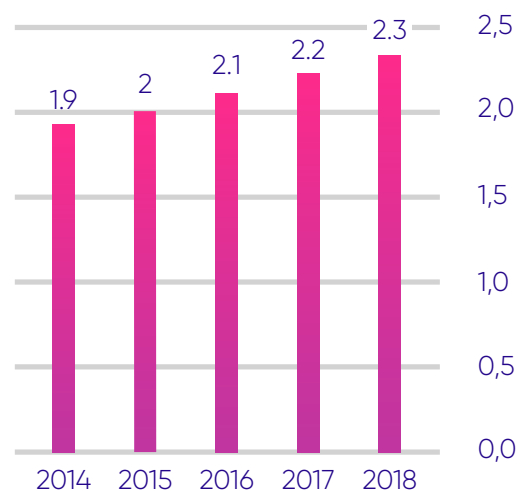
VALUE OF THE GLOBAL ENTERTAINMENT AND MEDIA MARKET FROM 2014 TO 2018 (IN TRILLION U.S. DOLLARS), THE ECONOMIST.

MDL Talent Hub

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. On another hand, talents 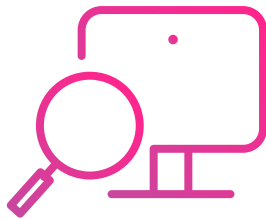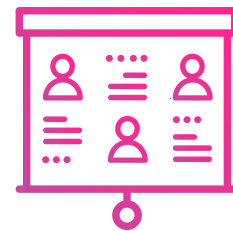are often misused, cheated, or simply treated bad. That's why it might be difficult and costly to establish cooperation with professional and well-behaved models, actors, and other type of artists, until they are sure that everything will go well.
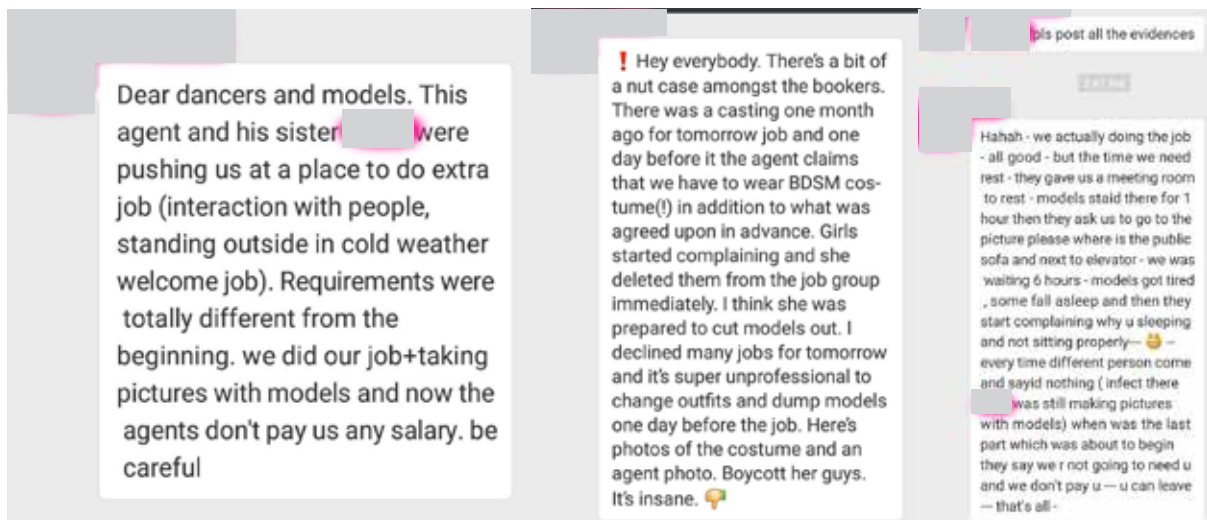

Search   Reputation   Presentation

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.


Dear dancers and models. This agent and his sister ____ were pushing us at a place to do extra job (interaction with people, standing outside in cold weather welcome job). Requirements were totally different from the beginning. we did our job+taking pictures with models and now the agents don't pay us any salary. be careful

❗ Hey everybody. There's a bit of a nut case amongst the bookers. There was a casting one month ago for tomorrow job and one day before it the agent claims that we have to wear BDSM costume(!) in addition to what was agreed upon in advance. Girls started complaining and she deleted them from the job group immediately. I think she was prepared to cut models out. I declined many jobs for tomorrow and it's super unprofessional to change outfits and dump models one day before the job. Here's photos of the costume and an agent photo. Boycott her guys. It's insane. 🤷

pls post all the evidences

Hahah - we actually doing the job - all good - but the time we need rest - they gave us a meeting room to rest - models staid there for 1 hour then they ask us to go to the picture please where is the public sofa and next to elevator - we was waiting 6 hours - models got tired , some fall asleep and then they start complaining why u sleeping and not sitting properly— 🤦 — every time different person come and sayid nothing (infect there ___ was still making pictures with models) when was the last part which was about to begin they say we r not going to need u and we don't pay u — u can leave — that's all -

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
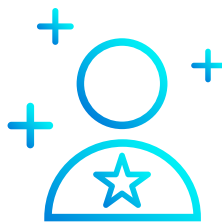
Reputation

Presentation

Specifically, we are going to do the following:

1. Time

Time is a valuable asset. MDL will help you save it by ensuring everything you need is readily available. For talents, this means quickly finding and managing gigs. For bookers and agencies our standard talent profiles and our smart search & calendar functions will reduce the time it takes to book, schedule and manage talents.

2. Reputation

Talents often experience abuse, late-payments, breaches of contracts and other problems. The same goes for brands and agencies who can risk their brand image when a talent shows up late, isn't who he says he is or constantly cancels at the last minute. Reputation tracking system based on blockchain technology we are developing is to address exactly this issue.

3. Presentation

Collecting and presenting talent information is time-consuming. The final client often goes for talents with just better presentation materials instead of taking that are the best fit. MDL Talent Hub is to bring new industry standard for the materials that at the same time are easy to manage and send over for review.

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 – Enter 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 rest of the world

a. Rest of the world - 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

12. Organize local/global events to attract new talents to our platform & highlight local
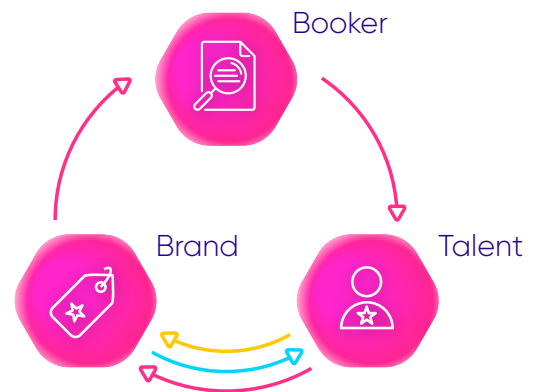
Sources of income

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 marketplace

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

Crowd

Talent

Marketplace
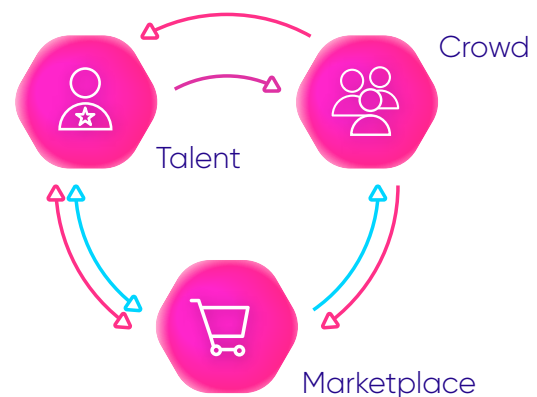
Conservative streams

- ○ Exended functionality
- ○ Comission on transactions
- ○ Target advertising

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 / Fiber?

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, for instance, there is no mining required so the transactions are fast and free. There several tens of developers are working on it as well as seveal other projects already use the technology. We suggest to have a look into their blog and maybe even glance at the whitepapers (skycoin.net).

MDL Token Hours

MDL Talent Hub will have Token Hours enabled via Skycoin technology. Basically, they are derivatives of tokens and work in the way that each hour a holder of 1 MDL Token earns 1 MDL Token Hour, for 10 MDL 10 MDL Token Hours per hour, and so on – the accumulation goes on the constant pace. At the moment they are used to pay for transactions like a gas to prevent transaction flood. On MDL platform, 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. More technical information can be found in Skycoin whitepapers.

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 consid- ered 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, leav- ing 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.
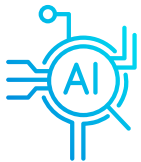
Blockchain reputation

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.

MDL Talent Hub

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.

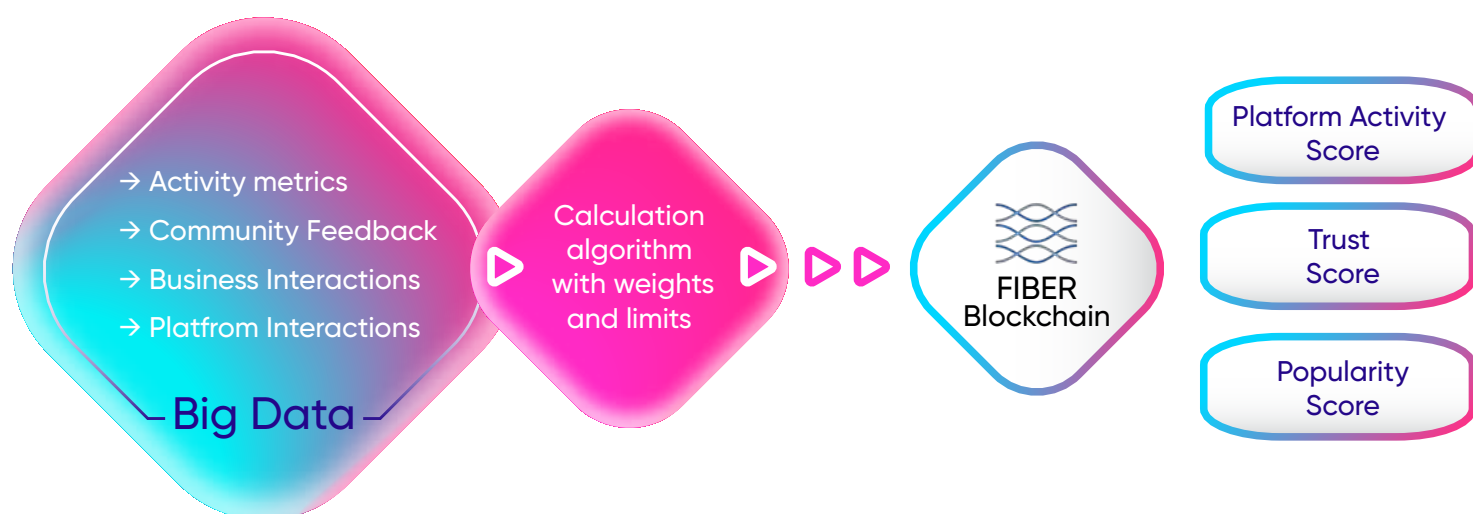**What is it exactly and how is it organized?**

To ensure credibility of talents, bookers, and other platform participants, all the activity on the platform as well as beyond it to some extent, 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.
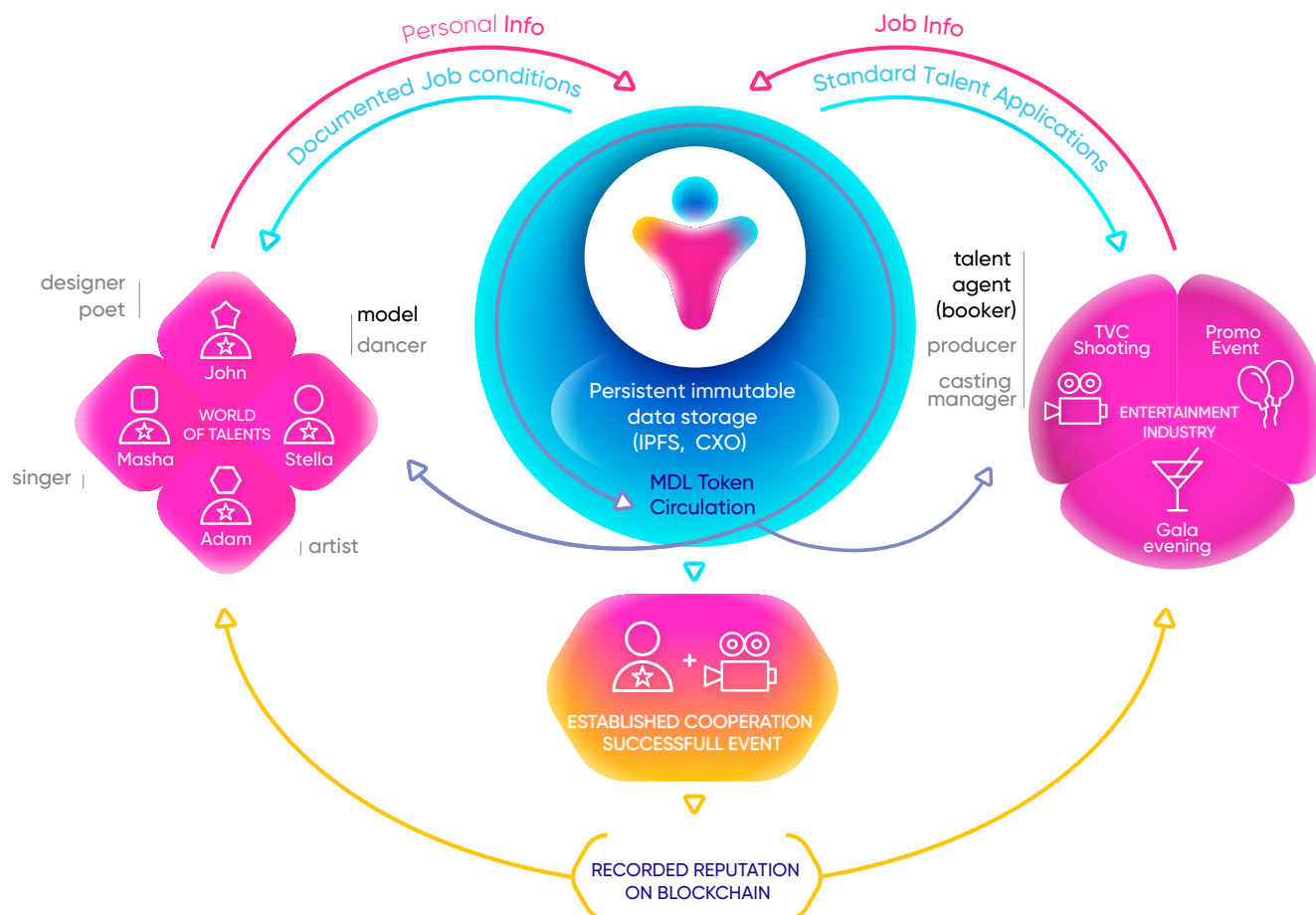

→ Activity metrics
→ Community Feedback
→ Business Interactions
→ Platfrom Interactions

Big Data

Calculation algorithm with weights and limits

FIBER Blockchain

Platform Activity Score

Trust Score

Popularity Score

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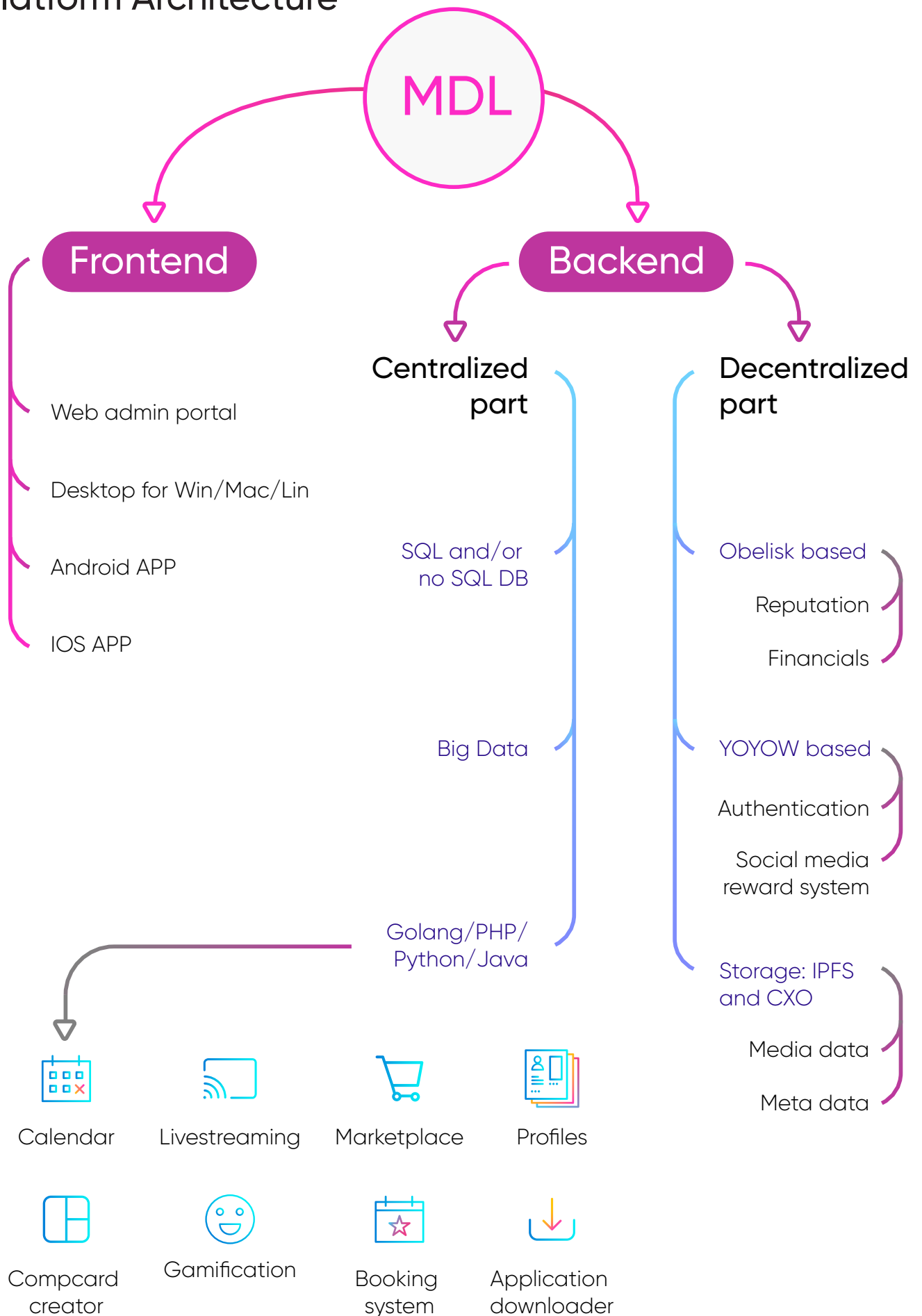
In order to compensate our users and miners we will establish a bounty program by which anyone can get a certain number of MDL Tokens for storing info about talents, events, and so forth. MDL Tokens can then be spent on MDL Talent Hub for other valuables or exchanged to other crypto or fiat currency.

At the moment, there are two promising technologies which we might utilize in the future: InterPlanetary File System (IPFS) and Skycoin (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.

Skycoin, 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.

Platform Architecture

MDL

Frontend

- Web admin portal
- Desktop for Win/Mac/Lin
- Android APP
- IOS APP

Backend

Centralized part

- SQL and/or no SQL DB
- Big Data
- Golang/PHP/ Python/Java

Decentralized part

- Obelisk based
  - Reputation
  - Financials
- YOYOW based
  - Authentication
  - Social media reward system
- Storage: IPFS and CXO
  - Media data
  - Meta data

Calendar

Livestreaming

Marketplace

Profiles

Compcard creator

Gamification

Booking system

Application downloader

MDL Talent Hub

17

MDL Token and
Initial Token Offering

During the Initial Token Offering (ITO) that will last from 24th of March 2018 until the 25th of September 2018 or until we reach the hard cap MDL (SG) PTE. LTD. is going to collect funds for development of the platform, cross-border scaling, business development and exchanges listings, as well as R&D and further implementation of blockchain and decentralized data storage technologies.

In order to join the ITO, participants should pass KYC (list of resctired countries is specified in the crowdsale agreement) and install MDL wallet. Please visit mdl.life to proceed.

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.

The ITO is divided in the four stages:

Token price, $	Token supply	Pre-ITO 12.12-01.31	ITO(1) 03.24-04.24	Private	ITO. Stage 2
0.01	50,000,000	$500,000			
0.03-0.035	78,996,571		$2,464,880		
0.04*	45,000,000*			$1,000,000	
0.05	130,702,400				$6,535,120
Total	364,698,971	$500,000	$2,464,880	$1,000,000	$6,535,120

Total	$10,500,000

*Discount structure to be applied for strategic partners. Details are on the last page.

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

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

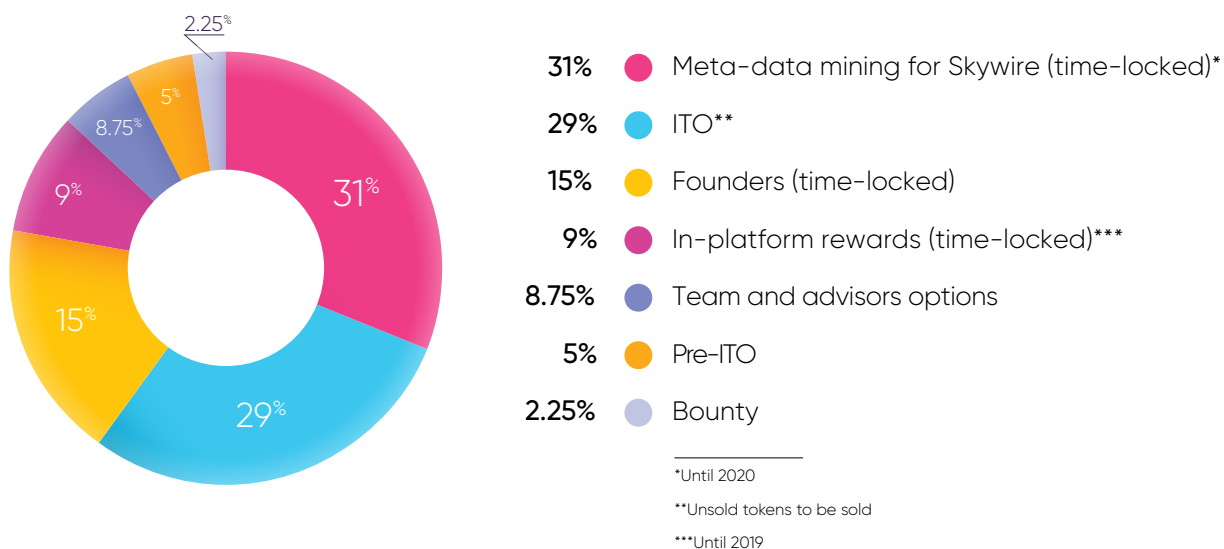There are no individual max and min caps for crowdfunding. Unsold tokens will be destroyed.

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

ITO funds distribution

45%	Platform development
35%	Marketing
10%	Partner engagement
5%	Legal & regulatory
3%	Token management
2%	Misc
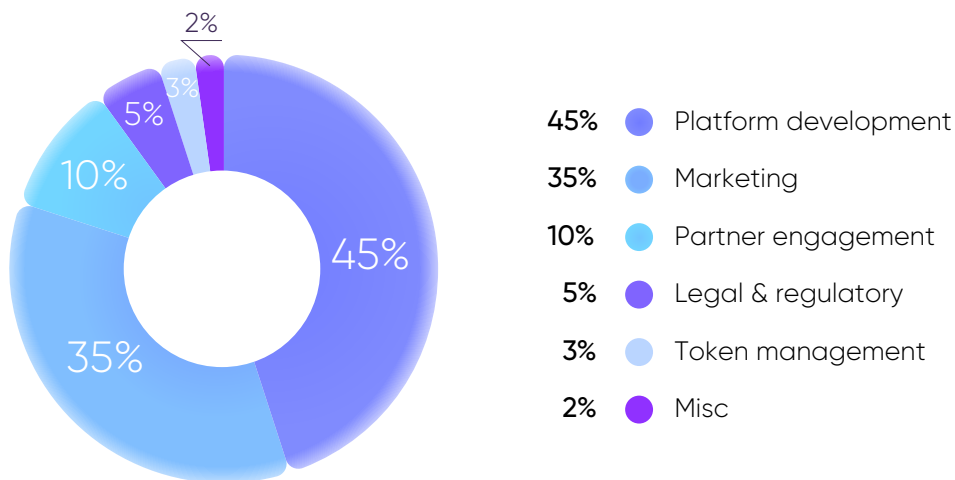
To ensure the safety of the funds collected through the crowdfunding, we are going to keep them in fiat currency in Singaporean bank account registered on the company name.

MDL Token distribution

31%	Meta-data mining for Skywire (time-locked)*
29%	ITO**
15%	Founders (time-locked)
9%	In-platform rewards (time-locked)***
8.75%	Team and advisors options
5%	Pre-ITO
2.25%	Bounty

*Until 2020

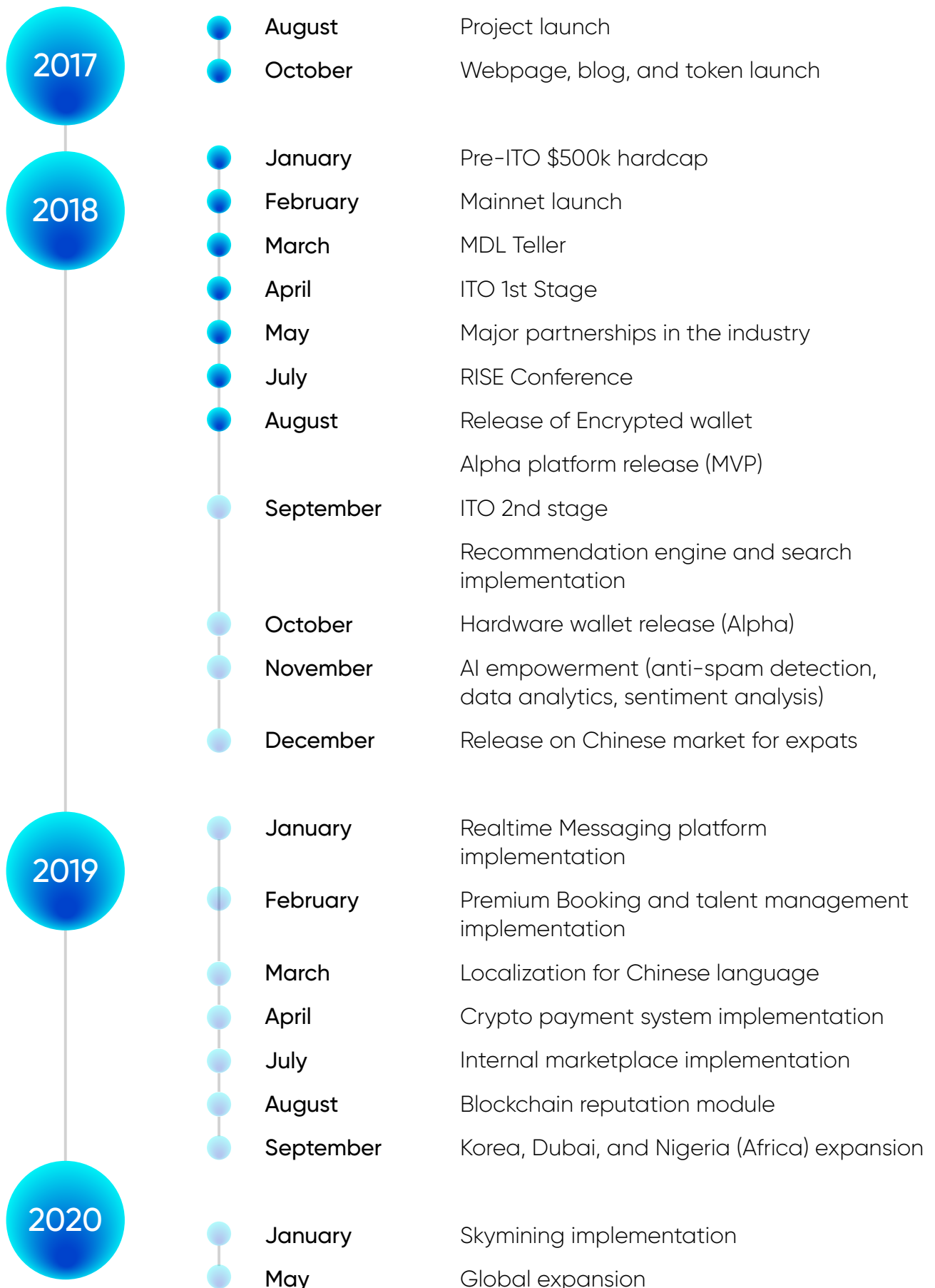**Unsold tokens to be sold

***Until 2019

Tokens assigned to the team are paid partially during 5 years period.
In-platform rewards are going to be used for engagement of the target audience.
Token assigned for meta-data mining are locked until Skycoin meshnet is functioning. For more information please proceed to skycoin.net.

MDL Talent Hub

Road Map

2017

August	Project launch
October	Webpage, blog, and token launch

2018

January	Pre-ITO $500k hardcap
February	Mainnet launch
March	MDL Teller
April	ITO 1st Stage
May	Major partnerships in the industry
July	RISE Conference
August	Release of Encrypted wallet
	Alpha platform release (MVP)
September	ITO 2nd stage
	Recommendation engine and search implementation
October	Hardware wallet release (Alpha)
November	AI empowerment (anti-spam detection, data analytics, sentiment analysis)
December	Release on Chinese market for expats

2019

January	Realtime Messaging platform implementation
February	Premium Booking and talent management implementation
March	Localization for Chinese language
April	Crypto payment system implementation
July	Internal marketplace implementation
August	Blockchain reputation module
September	Korea, Dubai, and Nigeria (Africa) expansion

2020

January	Skymining implementation
May	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.

Thomas Modeneis /
Blockchain Chief Architect

Thomas is an IT professional with 15 years of experience in software development. Thomas played several different roles across the board, from engineering and team leading to solutions architect and technical testing. Some of the customers Thomas has been working with are: IBM, William Hill, Coull Video Advertising Platform, Weeronline.nl, Comentarismo.com and many more. During his career, Thomas gained knowledge in team leadership, vendor management and contracting as well as managing large data pools and data streaming. In his spare time, Thomas acts as a member of SouJava NGO board of directors, where he advocates for the Java User Group in the Java Community Process.

Nathanael Horn /CMO

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.

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.

Ivens Fernando Verdi Signorini /
Golang Developer

With over 14 years of work experience, I am a specialist in developing and testing performant backend and front-end applications. I have a passion for test infrastructure and blockchain. I am able to apply the correct matching of the requirements with the business requirements. I have a flexible attitude to work, always with hardworking attitude, innovative and goal driven.

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.

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.

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.

Rajeeshwaran Moorthy /
Financial Analyst - contract

Hult International Business School Graduate. Aside from having a double major degree in Finance & Management, he is also a former finance lecturer for undergraduate degrees and currently does adjunct lecturing for colleges back in Malaysia. At present, Rajeeshwaran Moorthy works as an Associate Consultant for management consulting firm and have worked on projects involving market mapping, industry analysis, growth and entry strategy development involving global companies located in China, UAE, and Singapore.

Anastasia Masalova / Community manager

Since her graduation from Shanghai International Studies University, Anastasia has been working as an Editor for lifestyle magazines and creative agencies in Shanghai. After finding her passion in crypto a few years ago, she started to work as an ICO analyst and a Social Media Manager for various startups worldwide. Loves extreme sports, photography, and traveling. Trilingual in English, Chinese, and Russian.

Rebecca Liang /
BD & Marketing Manager

Experienced BD & Marketing Manager, base in Shanghai Career spanning 5 years across Asia, and MENA Region. Result-oriented, with a strong sense of responsibility, able to work under pressure. Interested in Business Development, Client & Market Education, Business Turnaround for Start-Up's. Passionate to help and support women entrepreneurs.

David Delgado / Senior Developer

David is a +6 years experienced Developer who speaks many programming languages (Golang, Kotlin,Java,C++, NodeJS, etc). David have experience working in multiple projects from conception to deploy, and he is currently based in the Netherlands. On his spare time, David is also involved in different projects related to art, dance and literature.

MDL Talent Hub

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

Chris Ihidero / Business Advisor

Chris has been a journalist, a TV and Radio broadcaster, a lifestyle magazine editor, a theatre artist and a university teacher. He has directed over 100 episodes of TV drama and comedies, including Nigeria's all time favourite family sitcom, Fuji House of Commotion. He has produced 2 seasons of the acclaimed behavioral change drama series MTVShuga. Chris has been Head Writer on 2 Africa Magic Telenovelas and has written, created, consulted for or been Head Writer on over 1000 episodes of TV drama/comedies. Chris has made 2 short films, including Big Daddy (2011), which has almost 600,000 views on Youtube. He has held StoryStory, a storytelling Masterclass at the British Council in Lagos, training over 100 storytellers. He founded LFA, a filmmaking training Academy and Foundation in 2018. He's currently working on many projects across the media space in Africa.
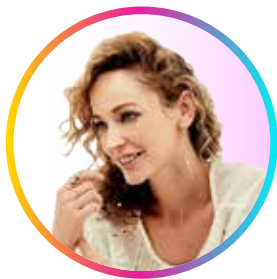
Monika Rofler / Business Advisor

Monika Rofler is an international fashion model and actress with features in magazines such as: Vogue, Elle, Cosmopolitan, Marie Claire, Madame Figaro to name a few. She began her career working at Sweden's top agency – Stockholmsgruppen and then was represented by Ford Models, in Europe and New York.
Monika has worked with brands such as Hugo Boss, Diane Von Furstenberg, Fendissimi (Fendi) and Premiata. In addition, she has worked with many renowned international photographers, has 15 years' experience and a strong network in the industry, Monika was a jeans designer for Therapy by Lane Crawford and has a tech background as an editor/programmer for two online magazines. She also studied Computer game production at IAA School of Engineering at Jonkoping University. She is now based in Seoul where she frequently works for LG /Samsung and other Korean brands and TV shows. Monika is also active in the Blockchain community and hosts her own yoga vlog on Dtube.

Debora Paik /Korean Business Advisor

Debora has over 10 years experience in the modelling industry as an agent and manager with talents from over 50 countries. Equipped with a large network in the modelling, film and production industry and a background in many fields including law, education and marketing and now cryptocurrency, she is ready to take on MDL project and bring it to fruition. She is currently involved in cryptocurrency marketing planning, participating in cryptocurrency meetups, and boosting coin communities in Korea.

Daniil Morozov / ICO Advisor

PhD in Economics. Over 10 years in financial consulting, winner of "100 best products of Russia", "Financial Russia 2007", "Financial Russia 2008". Business Angel, 15 startups in the portfolio (such areas as construction, financial consulting, real estate, IT, high-tech).
Co-Founder of Node - a revolutionary high-tech start-up, which disrupts a market niche of wireless transmission devices for both private and commercial use. Node's innovative developments, research activities in the field of storage and transmission of electricity, allow to offer solutions that are characterized by high quality and efficiency of use.
Expert on ICOBench, active member of the crypto community, has extensive network of contacts in this field. Regions of distribution CIS and Baltic countries (Estonia, Latvia, Lithuania, Russia, Belarus, Kazakhstan, Armenia, Ukraine, Georgia, Kyrgyzstan, Uzbekistan) total population over 300 million people.

Clark Xu /Chinese business advisor

After getting his degree in international business school, Clark has accumulated more than 4 years of experience operating in international trading. Being active in the talent-sourcing industry for the last 3 years he now is running his own agency in Hangzhou and is managing all kinds of artists all around China. He cooperates with advertising agencies, modeling agencies, shopping malls, music festivals and top brands, such as Alibaba, Benz, BMW, and Yintai. When there's a need for expat artists, he's there to provide. Now he is ready to take on the MDL project and help bring it to success in China.