MDL
TALENT HUB

Trustchain Platform
for
Talent Sourcing Industry

Whitepaper

Version 0.9.9
Release date 15.01.2018

Abstract

One of the most important benefits of blockchain technology is the ability to keep undestroyable and uneditable track of records. It is already obvious to every industry enthusiast 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 relationship: comprehensive search for talents / gigs, reputation tracing, and convenient presentation tools for both sides.

With the project development, we are going to setup ecosystem market place for talents to exchange / sell / rent their gear & equipment as well as micro-KOL partnership programs with brands to advertise their product and services with high-reputation platform participants. Meta-data mining will be enabled via Sky-ledger 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 Martin Prosperity Institute, Canada. Modern technologies disrupt economy in such a way that more and more people are left unemployed and the earlier perceived as insane was the idea of unconditional basic income 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 anymore for advancement. Here comes the question – what the hell will people do?

MDL Talent Hub will probably not save the world, but certainly the platform will 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 it easier!

Brave New World is already 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 determined vision and development plan or it is just riding a wave of cryptohype? We believe we stand on the solid ground and here is why.

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

We believe that current 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, which will allow us not only to attract more participants, but also spread sources of income. Thus commission on transactions will be decreased and hence we will outrange our possible competitors.

Why do we exactly work with 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 the most – there is no any 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 existing problems, but also we can see 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 more and more jobs. People are creative by their nature and we want to simplify monetization of their hobbies and skills with help of our solution. And the 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 much closer to the source of creativity as possible!
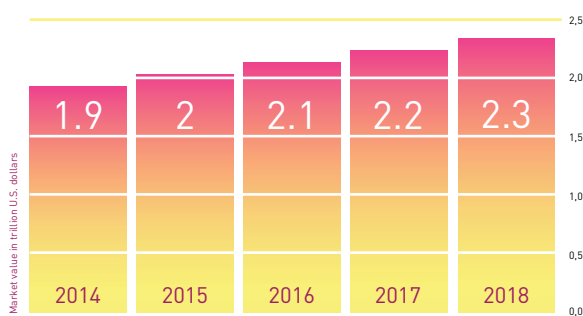
Market description
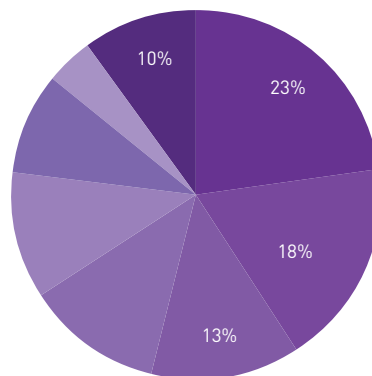# and market problems

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

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

Overall M&E Industry

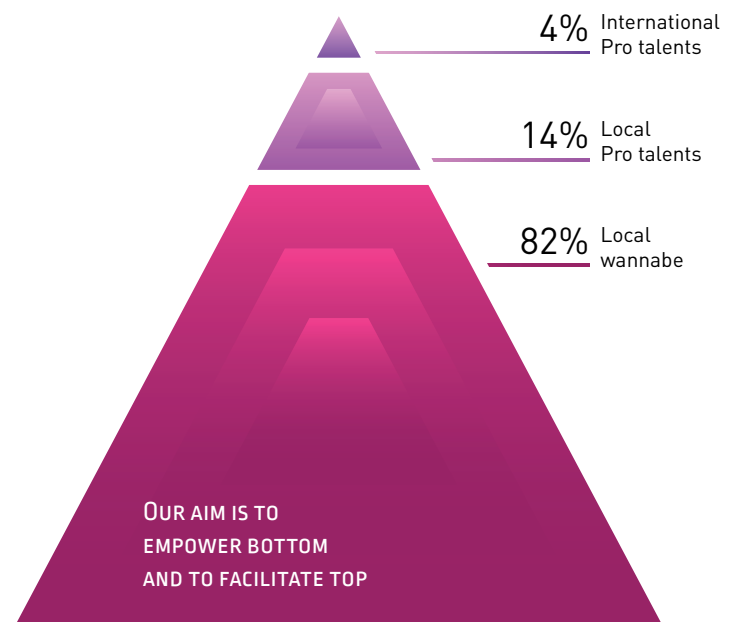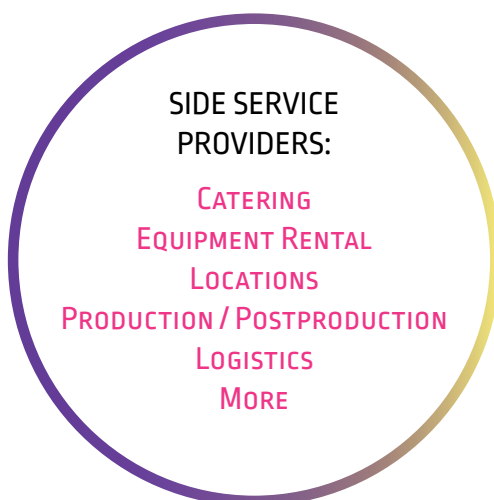| 2014	2015	2016	2017	2018
1.9	2	2.1	2.2	2.3

Market value in trillion U.S. dollars

Value of the global entertainment and media market from 2014 to 2018 (in trillion U.S. dollars)

Breakdown of Global $12.4BN Talent Sourcing Market

- 23% Actors
- 18% Models
- 13% Dancers
- 12% Musicians
- 11% Singers
- 9% Hosts
- 4% Street Performers
- 10% Other

SIDE SERVICE PROVIDERS:

Catering
Equipment Rental
Locations
Production / Postproduction
Logistics
More

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

Our aim is to empower bottom and to facilitate top
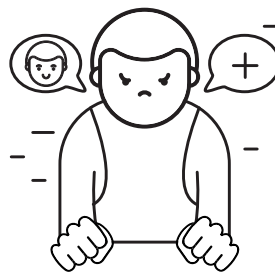
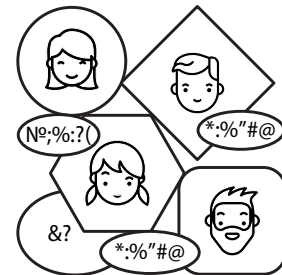* Based on US Labor Bureau and statista.com

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 |

Since 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 talents schedule, so it takes time to contact each one. The current solutions are outdated technologically and logically.

2. **Reputation.** Tracking 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 the bookers. Talents often misbehave or cheat 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 the one to be the best fit.

Our tools as the solution

We are creating platform both for talents and bookers to make their life more convenient and efficient.
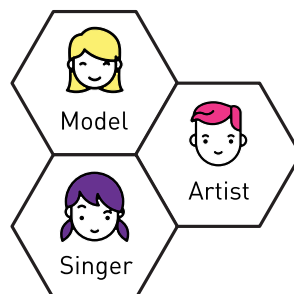
Clear understanding of business processes in talent market as well as ability to utilize contemporary technological solutions allow our team to become a game changer in the industry. Our tools will help to resolve existing issues and make live for conscientious market participants better.

SEARCH   REPUTATION   PRESENTATION

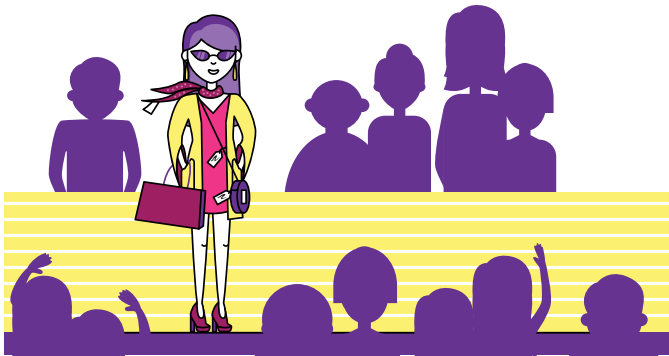Specifically, we are going to do the following:

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 on one platform, so that the search for talents and jobs will be much simplified.

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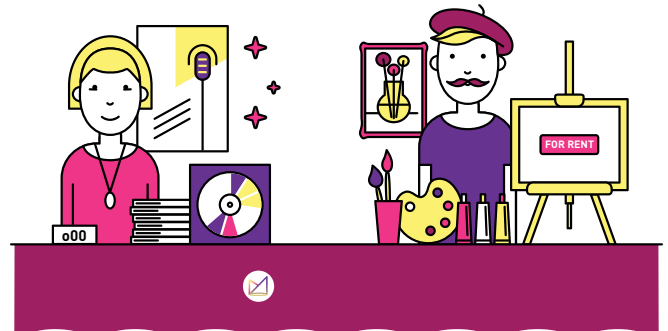
Sources of income

Reputation-based partnership programs with brands

Talents are special. They are more than average because of their skills, appearance, and personality. People look at them more often. So why don't they get a discount on some products or services and became a live advertisement? The higher the talent reputation, the higher the discount! This is advertisment sharing.

Prosumer Ecosystem market place

Often talents use extremely customised equipment or costumes which is not possible to find in ordinal shops, so they create themselves! Crafted costumes, equipment, supplies and else are all tradable/rentable commodities and on our MDL platform it will be so easy to get involved in these market relations using MDL token.

- Extended functionality
- Comission from 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. Friendly user interface and intuitive UX/UI will allow the participants of MDL.life platform to use all the benefits of blockchain technology and cryptocurrency without skills in IT.

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.

How MDL secures reputation

In order to facilitate credibility of reputation MDL Talent Hub will employ two modern technologies – blockchain and PIDS. Let us explain in a simple manner how it 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 and viable to attacks servers. Nowadays there are two promising protocols being developed and already available for usage – IPFS and CXO; both promise substantially reduce cost and increase 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 it.

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 it is that anyone can be sure that the list is unchangeable and immutable, that's why unhackable.

In combination these two techs do excellent job. 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 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 of 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, and MDL has a nice idea of how to make it! 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! No longer, with MDL! 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.
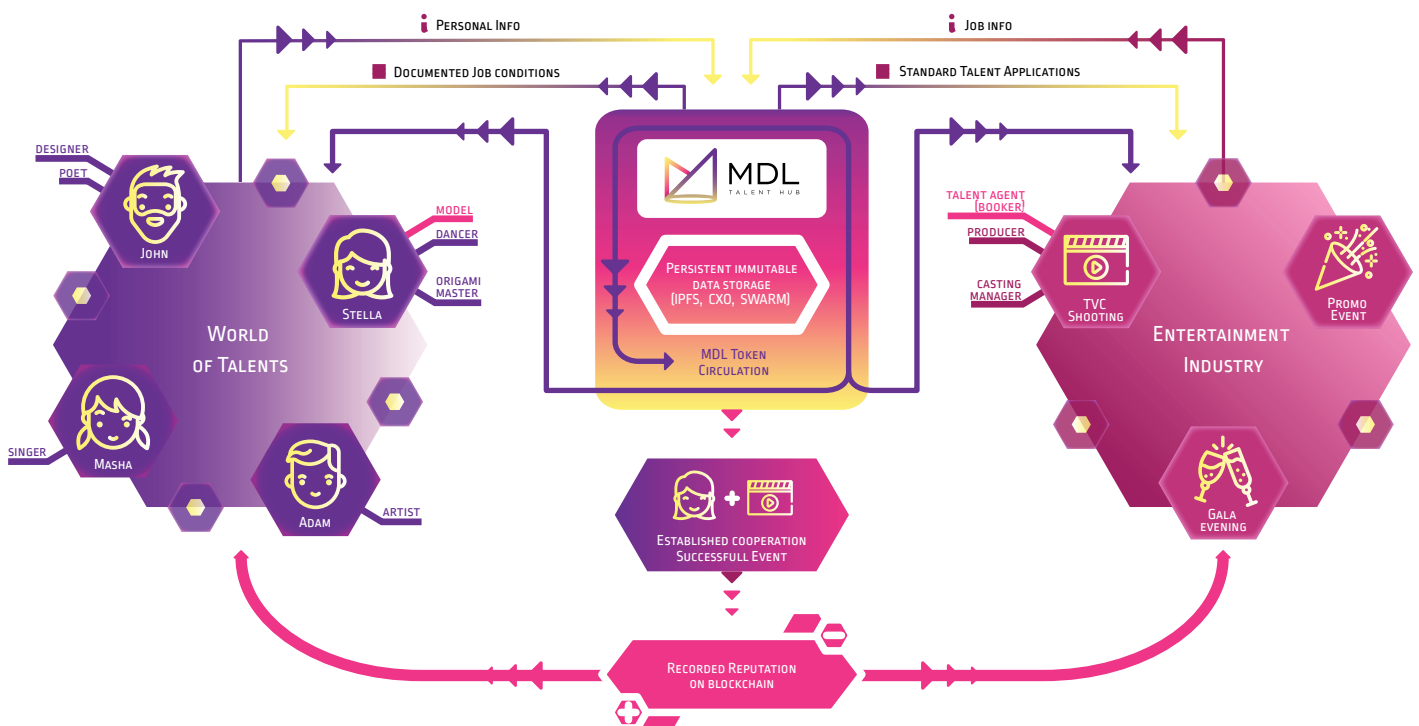
MDL - Mine Distributed Ledger

In order to facilitate reputation credibility MDL Talent Hub will employ two modern technologies: blockchain and PIDS. Let us explain in a simple manner how it will work.

Persistent Immutable Data Storage (PIDS) is a new way to store information. The technology allows storage of data on users' devices instead of centralized servers which are vulnerable to attack. Nowadays there are two promising protocols being developed which are already available for usage:

– IPFS and CXO. Both promise to substantially reduce costs and increase transmission speeds. Once a file is uploaded, it receives a hash-sum – a specific coded address for the file which anyone can use to access it.

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 it is that anyone can be sure that the list is unchangeable and immutable, and thus unhackable.

In combination these two technologies do an excellent job. 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 the specific person and event!

MDL Token and Pre-ITO

In order to prepare for ITO, we require ca. $500.000. This amount will allow to launch ITO campaign

in March 2018, where we are expecting to raise ca. $20m for the development of the platform, cross-border scaling and business development, as well as for R&D and further implementation of BC & PIDS technologies.

In January 2018 we are planning to conclude Pre-ITO for MDL the Token. MDL Token was issued

on the 8th of October 2017 on Waves platform in the amount of 100.000.000.
Token asset information can be found under -
http://wavesgo.com/tokens/HtM2zY7gDnGbmNmEtF44K8TGCgajDj4rBX29bH87kwXP

In order to join the Pre-ITO sale, participants should install Waves wallet. Please proceed to waveswallet.io

During the Pre-ITO in January 2018 we will distribute 50% of the total amount, which is 50,000,000 tokens, at an average price of $0,01. 20% of the amount will be spent on bounties and 30% will remain with the team.

Every individual from the whitelist will be able to purchase MDL token up to $20000 in ETH, BTC, BCH, SKY, and Waves. Payments should be received up-front.

The Pre-ITO will last for three weeks and will be done manually. The soft cap of the pre-crowdsale is $300,000 and hard cap is $500,000.

For the ITO we will issue new MDL Token on Skyledger in the amount of 1.000.000.000. The Pre-ITO MDL Token will be exchanged to the new ITO Token in the proportion (1:1).

During the ITO in early March we are planning to distribute 40% of the total amount (400.000.000 MDL Tokens) in order to raise $20m, thus average price of the token will be about $0,05, which is 5x from the Pre-ITO sale.

Soft cap for ITO will be $10m and hard cap is $20m. Individual purchase cap TBD. The rest 60% of the pool will be left for mining, ecosystem economy, and bounty programs. The shares of the pool TBD.

Choice of Blockchain

Why did we choose WAVES platform for PRE-ITO?

Frankly, none of our team members ever was active in Waves community. But we had a vast knowledge of some Ethereum projects while being experienced investors with ERC20s. The problem is. ETH user experience still far away from what people expect from it. This problem doesn't seem to change any time soon and the current state of congestion with Ethereum network doesn't allow not only the first useful apps (ICOs + crypto kitties) to show its potential to the world, but it simply shows that putting entire world into one single database [which blockchains de-facto are] is probably not the best idea. Vitalik and his team did great job, they helped crypto community grow and opened eyes to many, but they underestimated the impact it was about to bring to the world. Instead of fighting congestion wars with all those ERC20s, while letting our investors waste tons of money on transaction fees, we have been happy users of Sasha's creation: it'll allow MDL team achieve our initial crowdfunding goals and focus on what's important - building great product. MDL is NOT surfing the blockchain crypto hype, we're riding the industrial revolution 4.0 vibes.

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 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.

How will transition to the MDL mainnet happen?

Through a gateway. MDL mainnet will be based on Sky's codebase, therefore inheriting its precious qualities. Skycoin's OTC have proven to its team and the community that it works well, code of which everybody can observe and analyze at github.com/skycoin/teller. We're simply adding support for WAVES node, work on which has already started.

Why the value of MDL Token will increase over time?

For our early investors it is crucial to know why MDL tokens will increase in value over time. We have just realized that what was obvious to us is not that clear to the community. Here we briefly explain our plans about the usage of the Token and how we guarantee its growth for our crypto investors.
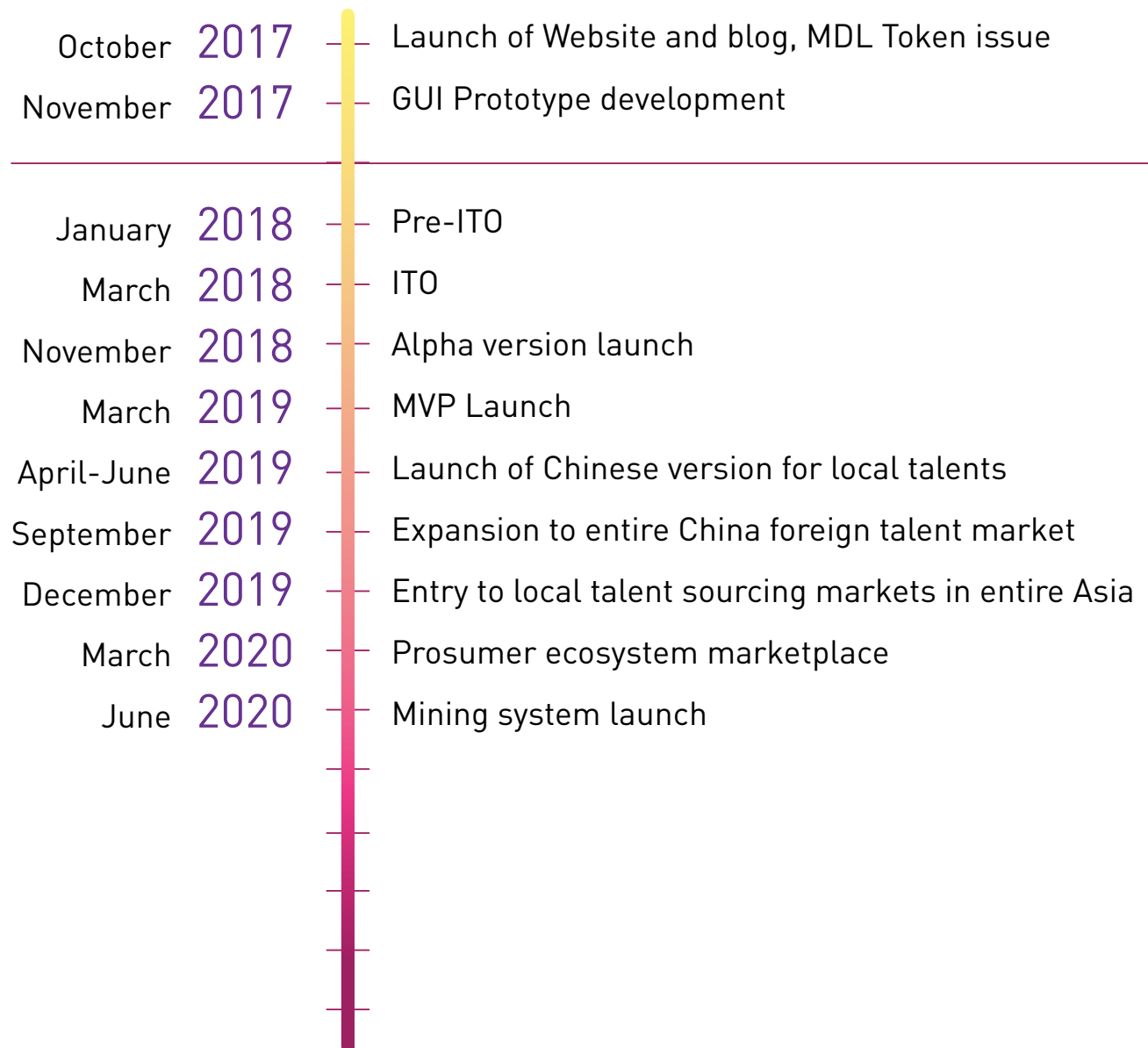
First of all, the value of the MDL token will grow from our expansion in the talent sourcing market, which is itself continually expanding. The more people use our platform, the more people will want to have MDL tokens. Initially we are aiming on providing a product with real value which actually solves existing problems, so we strongly believe we can expand according to our marketing plan.

Secondly, when the market saturation is reached, we are going to implement more functionalities for MDL Tokens, such as a marketplace ecosystem, partnership programs with brands, and live streaming. When the functionality of MDL Token will increase, more people will want to have it.

Last, but not the least, possession of MDL Tokens will open up more functions on our platforms ("Gold Membership" features). This will be implemented via Token Hours (the longer and more you keep your MDL tokens, the more Token hours you have). Thus, our platform participants will want to have more MDL Tokens in order to get better use of MDL Talent Hub platform.

Road Map

October	2017	Launch of Website and blog, MDL Token issue
November	2017	GUI Prototype development
January	2018	Pre-ITO
March	2018	ITO
November	2018	Alpha version launch
March	2019	MVP Launch
April-June	2019	Launch of Chinese version for local talents
September	2019	Expansion to entire China foreign talent market
December	2019	Entry to local talent sourcing markets in entire Asia
March	2020	Prosumer ecosystem marketplace
June	2020	Mining system launch

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

European educated he is actively developing his professional career in China for about 5 year. While pursuing his PhD degree in team management and team creativity he is actively involved in TVC production as a production coordinator and casting manager. Being a model on part-time basis himself on the top of that gives him excellent observation point to evaluate the overall talent industry in China and worldwide. Initiator and COO of F You Art Community and several other smaller media projects.

Daniil Kostin

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.

Android Developer

Bulat Zamilov

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

System Administator

Alexander Pala

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.

Community Manager

Tsatsynkina Maria

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.

Graphic Designer

Bogdan Pshenichniy

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.

Web Designer

Mentors & Advisors

Jevgenij Konn

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

ADVISOR

Creator of Skycoin

References

https://www.indonesia-investments.com/business/business-col-umns/the-indonesian-case-the-consumer-economy-economic-growth/item5603?

http://www.reuters.com/article/us-fashion-italy-models/cat-walk-queens-prepare-for-a-less-glamorous-future-idUSTRE81R17K20120228

https://www.bls.gov/oes/current/oes272011.htm

https://www.bls.gov/ooh/sales/models.htm

https://www.ibef.org/industry/advertising-marketing-india.aspx

http://journals.sagepub.com/doi/full/10.1177/2059436417695684

https://www.beyond.com/entertainment/talent-agency/defined

https://en.wikipedia.org/wiki/Industry_4.0

https://blog.skycoin.net/