



**Mind Link**

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**White Paper**

## Disclaimer

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The purpose of this White Paper is to present information relating to the technical aspects of our project to potential ML Token purchasers in light of the proposed Token sale. It is just an overview of our proposed project. This information is not intended to be exhaustive and does not constitute a contractual relationship. Its sole purpose is to provide reasonable information to potential ML Token holders in order for them to determine whether to undertake, of their own accord, a thorough analysis of the company with the intent of acquiring ML Tokens.

However, if you decide to participate in our ML Token sale to purchase ML Tokens as an investment, we do explicitly warn you that investing in MindLink ICO carries a high level of risk.

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- Calculations on our website serve only as a guideline. We do not guarantee the accuracy or completeness of the calculations or estimates stated or displayed on the website.
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- You do not have the legal right to participate in the ML Tokens sale if you are a citizen, a resident of (tax or otherwise), or a green card holder of the United States of America (including any protectorate of the United States) or other representative of the United States, or any jurisdiction where the issue of the ML Tokens would be illegal or subject to any requirement for registration, licensing or lock-up.
- Given that ML Tokens are based on the Ethereum protocol, any malfunction, breakdown or abandonment of the Ethereum protocol may have a material adverse effect on the ML Tokens. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to the ML Tokens and the ML Ecosystem, including the utility of the ML Tokens, by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol.

All information stated and displayed on this white paper and this website including information on projects, ecosystems, products and services are all subject to change without notice.

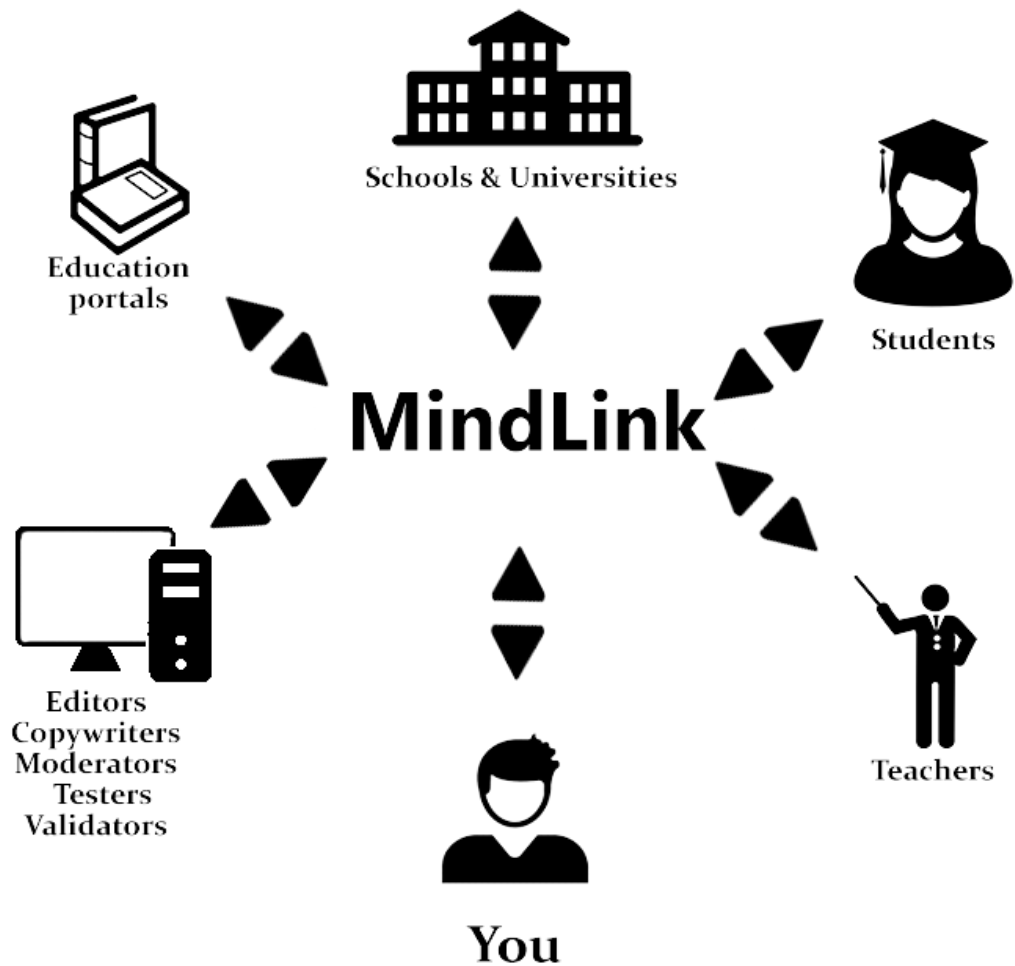
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## Introduction

MindLink is a project aimed to reach international audience and to become a new standard of e-Learning. A team of specialists with a fresh view on technologies and new efficient ways of utilizing them in the field of sharing and receiving knowledge.

It is a solution where anyone can become an essential part of the ecosystem created. It is designed for consumers and producers of content of any scale.



## Problem

Education is one of the most important parts of our life, and while remaining a conservative industry which does not progress fast enough (as fast as other progressive industries, especially IT). This causes a set of problems that confined not only to people who receive knowledge, but to all the parties involved.

The system of traditional higher education takes an average of 4-6 years of a person's life, requires serious investments, and often ends up with necessary relocations. It limits the person in choosing the path of development. It does not help a person to understand what is right for him. It barely keeps up with the real situation in the industries. There is a huge need of an adequate feedback and individual approach. Then diploma by itself is not the best method of communication with employers and third parties. This is indicated by almost 60% of the job seekers having a poor candidate experience. The space for the most effective interaction of employers and students remains empty.

It should be noted that e-Learning is not on its peak yet, but it shows a tendency towards growth. Traditional education can't remain stagnant for much longer, it has to progress simultaneously with other fields.

Our project is called upon to resolve a number of problems that all the parties are facing. This includes business, content-makers, HR, developers and testers, state institutions educational portals.

Content-makers, teachers are often forced, like students, to waste time and money for long relocations. In this case, in order to find a workplace worthy of their ambitions and qualifications they must follow a set unjustified regulations and that limits their ability to fully demonstrate creative potential. It might be a tough process to introduce new teaching methods. Generally speaking, there are no convenient e-Learning tools which could be easily understood and would completely satisfy the demands of teachers and students. Starting from an unintuitive software and necessity of distributing single ads across all the Internet, ending

with the lack of a realistic opportunity to protect and manage their intellectual property. All of this might be the cause to the lack of motivation to move on to new types of teaching, especially for more experienced people.

Business has its own claims when it comes to traditional education: inflexibility, which doesn't provide the student or anyone involved with opportunity to develop their own potential to the proper extent. Poor focus on the real needs of the market, and sometimes the impossibility, to be up-to-date. Standard educational courses do not reflect the real value of skills that employees get from them, not to mention the problem with understanding of how to apply these skills.

When it comes to e-Learning there are also problems present that push away people from choosing this type of training. People are mainly repelled by the lack of proper facilities, software and understandable mechanisms of interaction suitable for each particular participant in the way. There are insufficient number of students and teachers in certain areas on existing small platforms, there is a lack of timely and publicly available materials. Often it is required to operate through a third party. Existing platforms lack transparency: it is related to payments, teachers' ratings and even validity of provided information. Content-makers struggle to receive a fee relevant to their skills and content quality. Certificates and diplomas granted, most of the time are not taken into account by the employers, since there is no such mechanism to evaluate their real value.

A large number of unreliable information leads to huge losses of money and time for all the parties involved. Also, a far from perfect search market for employees and employers each other lead to the following figures: 65% of companies say that the lack of talent is the greatest challenge when hiring. 62% of employers felt labor market was candidate-driven. Three quarters of the workforce is ready to move to a new job. More than half of the companies measure employee engagement only once a year.

The information presented above represents existing problems in education and related fields. Our product has a real opportunity to solve those problems, thereby expanding already established trend to growth of e-Learning.

## Solution

MindLink is the first e-Learning platform that solves such a number of problems in the field of education and is the place for the sustainable development of the cooperation of the maximum number of interested parties.

To solve problems existing in traditional education, MindLink offers a convenient application that will serve as a superstructure for the standard educational process and includes additional conveniences that students can use throughout the world: a new generation video connection including private and group communication capabilities, and also the ability to stream conferences and seminars, with the possibility of recording and distributing. We create an environment where a feedback is constantly generated to react quickly on necessary changes and to fill the room of improvement. The environment, where implementation of Blockchain and smart-contracts provides whole community with the ability to interact with each other on a trust basis. This eliminates all doubts about the authenticity of knowledge or certificates granted.

The handy software will attract more students who are still forced to use applications which were not designed specifically for learning purposes. Answer to specific questions are searched all around the Internet, which often requires huge time resources and even then it is a struggle to find the most appropriate courses or information.

Issue of trustworthiness is solved due to blockchain, no more fake ratings and feedbacks, no more experts' impostors. Our solution saves time and money for those interested, while it provides students with appropriate set of trainings and teachers get to choose their own way and methods of sharing knowledge. Enterprises and corporations are



able to utilize our solution to simplify recruiting process. Education portals are provided with tools to expand their user count.

The ability to configure and design your own courses, using dedicated interactive tools is a game changer.

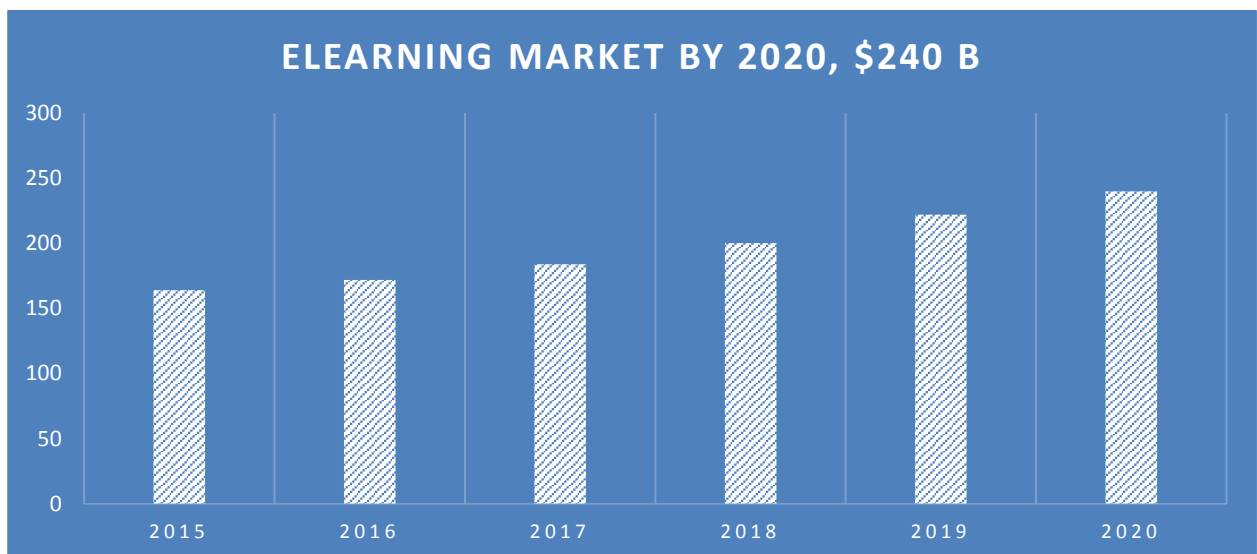
Career guidance based on machine learning will never leave someone dissatisfied with the experience gained in using the application. Content-makers gain the ability to protect their intellectual property as well as effectively monetize it. Methods of payment will be transparent and most convenient for all parties.

Employers will significantly reduce hiring costs and a large number of mistakes in hiring, due to an improved interaction platform, reducing the number of deceptions to almost zero and providing the ability of businesses to present courses that will be directed at training specialists with the most useful and practical skill-sets. Machine learning and smart contracts in the future will increase the satisfaction of the process of cooperation for both parties - employers and employees - by 90%.

## Market research

The pace of technology progress constantly increases expectations for quality, variety and accessibility of education. That shapes e-learning market to be adaptive and evolving. The expansion of global market is caused by continuously increasing government and venture fundings in the field of online education and by involvement of various geographic markets.

Based on Educational International data, worldwide education market volume roughly equals 5 trillion USD, and in the following years tends to increase up to 7 trillion. Global Market Insights states that online education holds around 180 billion USD of total education market, but due to stable positive growth, it would reach 240 billion USD capitalization cap by 2020 with a more than 5% steady annual increase.

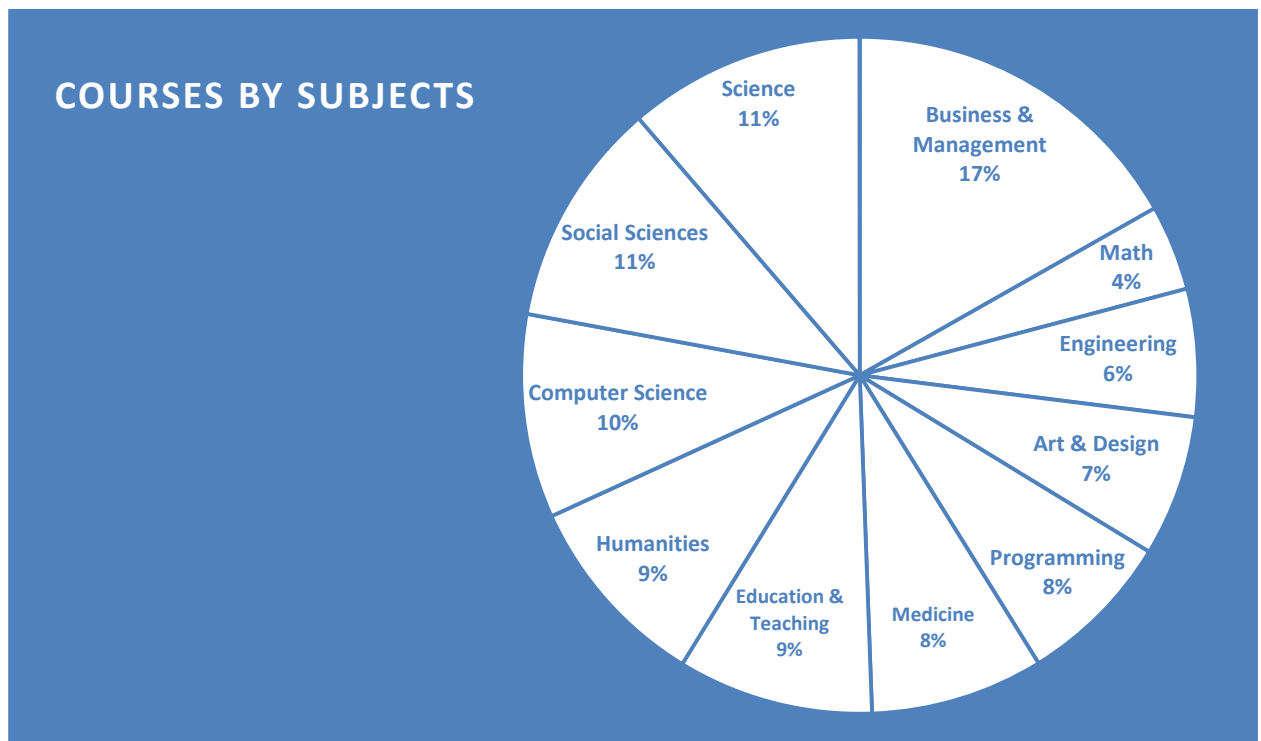


The quality of e-Learning tools is under constant improvement due to the application of the latest achievements of technological progress. The user interface becomes more intuitive and simple, while capabilities only gain in functionality levels.

With the help of these tools, the employees' productivity can be significantly boosted, and therefore corporations are motivated to be involved in the online education industry. There are thematic educational portals which are created within corporations, where the

emphasis on a specific set of professional skills prevails. These changes have a very positive effect on the share of e-learning in the education market. The growing popularity of distance learning, the transition of education to a more mobile format - all this contributes to the growth of e-learning market.

Most training and courses provided online can be divided in certain areas, with the leading position held by Business oriented trainings. The reason in this case is that the main purchasers and producers of content in e-learning are corporation and enterprises, where the focus is set on job-specific skills.



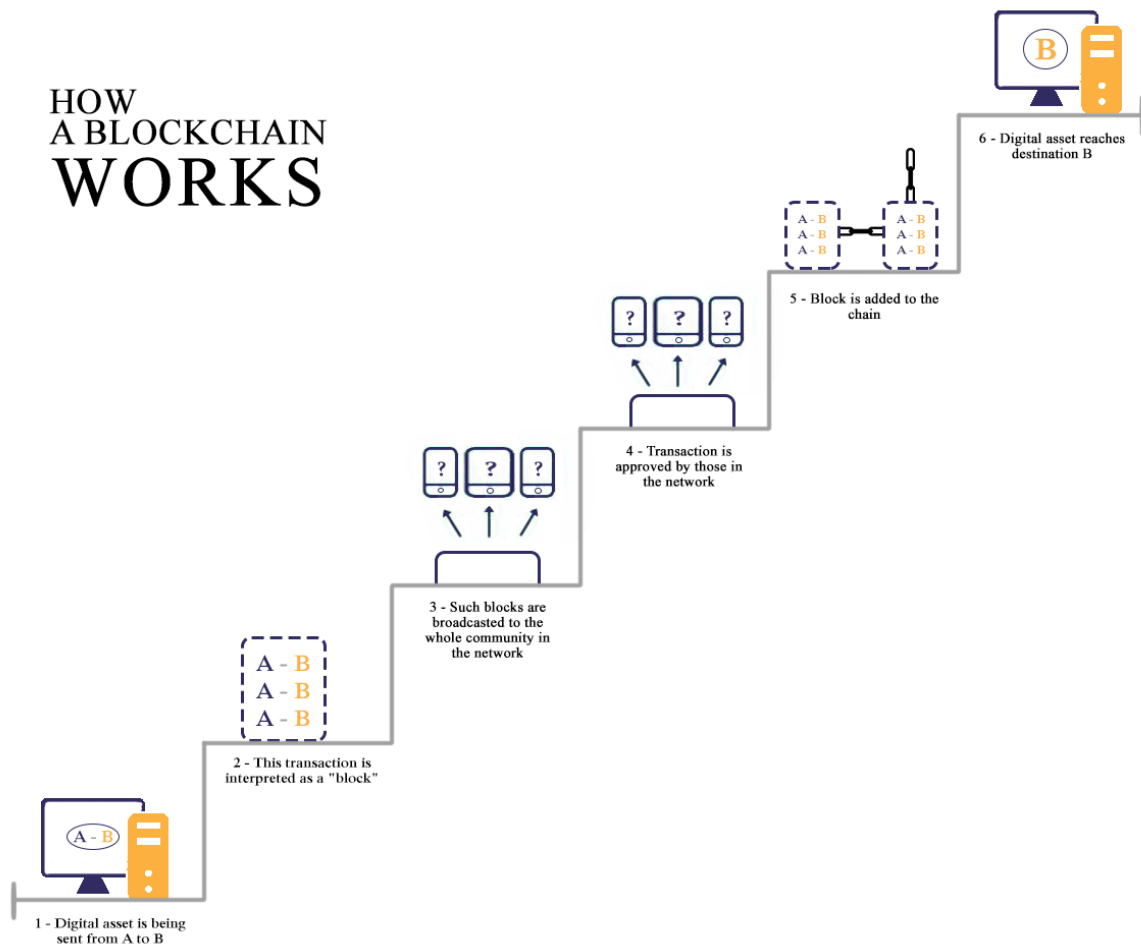
As for the way of providing knowledge there are a variety of different approaches – social and mobile learning, gamification, microlearning, game-based learning, personalized learning.

There is a solid positive trend in e-Learning, with constantly increasing demand. Demand that is evenly distributed on all of the fields of knowledge. Yet most solutions that exist on the market are specifically oriented, which could hardly provide users with a full comprehensive experience.

## Blockchain in education

Blockchain is a rapidly expanding technology. Starting its history in 90's, only after 2008 it gained a whole new value. Blockchain represents a distributed ledger, where information is recorded and shared by a community. This way, each member of this community is entitled to maintain his or her own copy of the information. Any updates are validated collectively. Information may represent anything that can be described in a digital form. Due to complex algorithms, blockchain provides integrity of the information, with all the entries and transactions being transparent and permanent.

### HOW A BLOCKCHAIN WORKS



For the purpose of education blockchain offers a whole lot of possibilities. There are already cases where blockchain technology has been implemented – MIT (Massachusetts Institute of Technology), Open University (UK), University of Nicosia.

Main benefits that are achieved using blockchain in e-Learning are:

- Smart-contracts
- Certifications
- Intellectual property protection

### *Smart contracts*

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Smart contract represents a digitally certified agreement between all the parties involved. It is represented by a programming algorithm, which guarantees execution of the obligations on a code level – transactions are executed automatically.

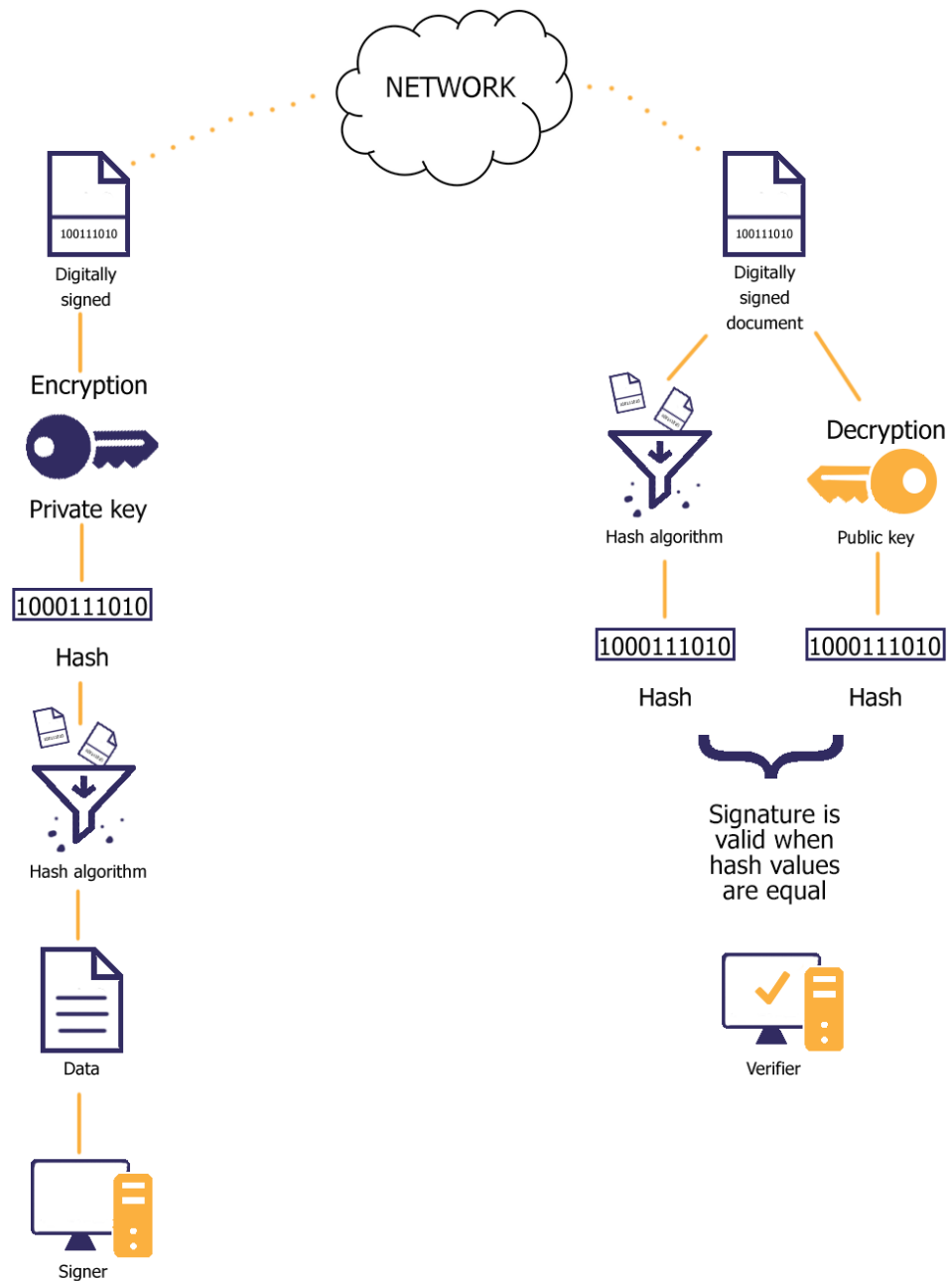
Smart-contract might be a lot more complex than a simple agreement. It could provide a great range of opportunities to our partners (Universities, Educational portals) and simple teachers. Simple use cases:

- Students' courses might be paid by a recruiting company, only if student passes the certification successfully, or if he achieves more than certain amount of points;
- Each course that was finished successfully grants student a discount for consequent courses.

Possibilities of smart-contracts for this purpose are almost unlimited. It simplifies financial transactions process between parties and is easily manageable even on a wide scale.

## Certifications

Certification and validation are at the core of the education process. It is essential to have confirmation of knowledge acquisition and achievements. It is also used as a verification for an organization to take part in educational activities.



Digital certification combined with blockchain technology adds a whole new layer to security and authenticity ensuring.

Benefits achieved by implementing a blockchain-backed certification process:

- Identity-verification
  - o Ability to verify identities of the issuer and certificate holder.
- Certificates tracking
  - o Ability to verify the release process of certificates
- Security
  - o Digital signatures, special prints
  - o Anti-forgery mechanisms

### *Intellectual property protection*

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Intellectual property tracking has always been an expensive process. Due to high costs copyright protection is maintained only with the help of third parties involved – specialized structures and organizations.

With implementation of blockchain technology even independent self-publishers are able to protect and to track all of the usage of any specific resource and publications. By using smart-contracts an authorized use of someone's intellectual property for a certain reward becomes possible.

## Product

MindLink is a global e-Learning system that allows every one of you to take part in a knowledge exchanging process. The main idea is to stick to AAA: accessible, affordable and actual. We offer unique experience: it takes few minutes from first seeing a webpage to starting online courses. Development would be supported on all the popular platform types: desktop, web and mobile.

### *UI: User interface*

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Necessary tools to create the very own learning plan would be provided to all users, regardless the way of studying: video-trainings, reading materials, online interactions or live discussions.

There would be implemented the possibility to hold an online-conference for group studying. Each participant of our ecosystem, that wants to offer his knowledge to others, could compile own structure of a course in a convenient and acceptable form using the online course designer. Additional emphasis is put on providing simple and intuitively understandable user interface, suitable for both an advanced and inexperienced users.

### *Participants:*

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Regardless of field of knowledge, anyone could become a participant of MindLink system. One of the main criteria of the global knowledge system is accessibility. That need brings additional demand for materials organization and their further distribution. This opens the possibility of participation in the process for editors, translators, copywriters, etc. No restrictions on the content of courses and materials are imposed, as long as they do not violate laws, and do not contain calls for violence, racism or extremism.



### *Monetization:*

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All users would be provided with ability to set price for their service, there would be no restrictions regarding course price. The only requirement to be followed is to maintain all the transactions within MindLink structure. Preferable way to make transactions is to proceed with them via MLToken, as the solution to manage token in a similar manner with fiat currencies would be developed precisely.

Meanwhile, MLToken payments would not be mandatory, but bonuses would apply to the ones using token as payment source.

### *Knowledge Database:*

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Initial content filling would be provided by the time of the product launch. Content would be created by working closely with engaged partners and further cooperation with them. As a partner, legal bodies such as universities or educational portals would help us by digitalizing the information they keep and sharing it in our data storage; however any individual could also participate in this process.

For the purpose mentioned above, in-app thematic portals would be created to afford universities and other important partners share the data they have.

In addition to cooperating with our partners, the constant process of renewing and updating our database from open sources would be established.

Main features:

- **Intuitive user interface**
- **Designer tool - unique architecture for creating trainings by compiling in-app design tools**
- **No subject restrictions, the only one is user imagination**
- **Live interaction with teacher/mentor; group/conference e-learning**
- **Easy start. Allows to jump from registration to learning in just minutes**

# RoadMap

Year	2017												2018												2019		
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Team building																											
Market research																											
Concept development																											
Web-application development																											
Identifying potential partners																											
Preparations for ICO launch																											
ICO																											
Development team expansion																											
Mobile app development																											
MLToken entry into cryptocurrency market																											
PR Campaign launch																											
Product launch																											

## Q1 2017

- ✓ Project team building;
- ✓ Identifying project needs, and recruiting a team with necessary skills and experience;
- ✓ Market research and concept development.
  - Initially a small team is expanded to a full team consisting of people with IT, Finance and Marketing background.
  - Brainstorming stage and market research has led to understanding that despite the fact that technologies have come so far, existing online e-Learning solutions are yet to use them for their full potential.

## Q3 2017

- ✓ Main concept vision is confirmed;
- ✓ Web-application development is put into motion.
  - Team has decided on the directions of the concept.
  - Specifications are created and passed to the developers for realization.

#### Q4 2017

- ✓ Deciding on a need of an ICO;
- ✓ Preparations for an ICO launch:
- ✓ White paper development; MLToken and Smart-Contract creation; defining the model and stages of upcoming ICO;
- ✓ Identifying potential partners and the way of contacting them.
  - Necessity of an ICO is stated . Contacting and recruiting of experienced advisors;
  - Organizational and technical aspects for ICO – creating of a Token and all of the necessary documentation.
  - Part of the team is assigned for the task of attracting partners for the upcoming project.

#### Q1 2018

- ICO Private Sale launch;
- ICO-PreSale launch;
- Development team expansion.
- ICO-Main Sale launch.
  - ICO-PreSale is launched. It is decided that for this and further stages investments are done only via Whitelist.
  - After PreSale stage is finished – essential team enhancement is required – recruiting developers – expanding the team.

#### Q2 2018

- Web-application is ready for the closed beta test;
- Mobile application development;
- MLToken is entering the crypto currency market;
- Contacting partners, creating a productive environment for them.
  - Application goes to the CBT stage. Main objective of the beta testing – application should be ready for the partners. On this stage and further content is created. Knowledge database fills up by partner's courses and learning

materials. Possibilities of the provided courses-designing tool are tested and constantly enhanced based on the feedback.

- After the main foundation of the application is done – mobile app development is put into motion.
- MLToken is finally entering the market!

### Q3 2018

- Web-application is ready for the open beta test;
- Mobile app goes into closed beta test stage.
  - Web-application goes to the open beta test, from this moment anyone willing to participate in testing is allowed to do so. Stress testing is performed. All the participants are allowed to test the ways of designing their own courses or using those that are created already. Feedbacks collected, participating in testing is rewarded to all involved via tokens.

### Q4 2018

- PR Campaign launch;
- Constant knowledge database expansion.
  - PR Campaign launch is aimed at attracting new partners and end-users.
  - Knowledge database expansion is the constant process which started since the CBT of an application, but with the active PR campaign going it is expected to have user count and knowledge database volume grown several times on this stage.

### Q4 2018 – Q1 2019

- Productive launch of an application.

## TOKEN & ICO

The MindLink Token sale starts on Feb 10<sup>th</sup>, 2018, 18:00 CET and will be carried out in three stages. The exact number of MindLink Tokens to be received by a contributor depends on when the contribution is made, as determined by the BERRY Token allocation mechanism below:

**Private Sale** – Feb 10<sup>th</sup>, 2018, 18:00 CET – Feb 16<sup>th</sup>, 2018, 18:00 CET

Minimum contribution is **50 ETH**, Cap is **400 ETH**. Bonus is **10%**.

**Pre-Sale** – Feb 16<sup>th</sup>, 2018, 18:00 CET – Feb 24<sup>th</sup>, 2018, 18:00 CET

Minimum contribution is **20 ETH**, Cap is **100 ETH**. Bonus is **5%**.

**Main sale** – Feb 24<sup>th</sup>, 2018, 18:00 CET - March 24<sup>th</sup>, 2018, 18:00 CET

Minimum contribution is **1 ETH**, Cap is **20 ETH**. Bonus is **0%**.

### *Soft Cap and Hard Cap*

ML Token Sale will last until March 24<sup>th</sup>, 2018, 18:00 CET or until the amount of the contributions received reaches the cap – **10000 ETH**. Hard Cap is **10000 ETH**, so that if more than Hard Cap is raised during the ICO, the ICO will be terminated by anticipation.

If on the closing date MindLink has not received a soft cap of **2000 ETH** in contributions, this will result in contributions being returned to contributors.

Token	MindLink
Token Ticker	ML
Token Type	ERC20
Soft Cap	2 000 ETH
Hard Cap	10 000 ETH
Total Token Issued	20 700 000
Investors	10 350 000
Developers, partners	3 105 000
Reserve	6 210 000
Bounty	1 035 000
Tokens for Private Sale	2 200 000
Tokens for Pre-Sale	3 150 000
Token for ICO	5 000 000
ML to ETH Rate	1 ETH = 1000 ML
Private Sale Date	10.02.2018-15.02.2018
Private Sale bonus	10%
Pre-Sale Date	16.02.2018-23.02.2018
Pre-Sale bonus	5%
ICO Date	24.02.2018-24.03.2018
ICO bonus	0%

### *Issue of ML tokens*

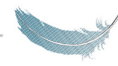
One thousand MindLink Tokens (ML) will be issued for 1 ETH: 1000 ML = 1 ETH.

1 ML token will be decimalized with 18 decimals. A maximum of 20 700 000 ML tokens will be issued. ML tokens which are not allocated at the end of the ICO will be burnt. The smart-contract is a classic ERC20 contract, based on templates by “Open Zeppelin”.

### *Bonus Program*

A Bonus Program will reward early subscribers with a maximum 10% bonus.

For Private Sale bonus = 10%. For Pre-Sale = 5%. No bonuses 0 %.



## Token Distribution and Budget allocation

Token distribution



- Investors - 10 350 000
- Developers - 3 105 000
- Reserved - 6 210 000
- Bounty - 1 035 000

Budget allocation



- Development - 28%
- Marketing - 25%
- Production - 23%
- Legal - 14%
- Special - 10%

## Team

### Alexander Westling



Founder & CEO

KTH Royal Institute of Technology in  
Stockholm

<https://www.facebook.com/westling.alexander>

### Don-Zheni Ekoebve



CTO

Haaga-Helia University Of Applied  
Sciences

<https://www.facebook.com/ekoebve.must.die>



## Sanaullah Khan



Lead Developer

North China Electric Power University

<https://www.facebook.com/engrsana.ullah.98>

## Juan Mar



Head of Marketing

Complutense University of Madrid

<https://www.facebook.com/juan.mar.77736>

## Oliver Belvelin



Public Relations

KTH Royal Institute of Technology  
in Stockholm

<https://www.facebook.com/oliver.bogren>

## Advisors

### Jeremy Tan



Investment advisor & Strategic Investor

<https://www.linkedin.com/in/jeremy-tan-b26305150>

Investment banker turned Crypto Miner.  
4 years in investment banking, 2 years in  
corporate finance.

## Conclusion

We create an advanced platform with blockchain technology to implement e-Learning for everyone.

We create a service that would be convenient and useful for teachers, professional coaches, students, to everyone who is willing to participate in education process.

We create a platform with innovative approach – platform of informative age.

Link your mind with others to set up the future of education.