WHERE KNOWLEDGE MEETS TALENT

Abstract

DiscoverBlockchain is a validation ecosystem for the next generation of distributed ledger technology. It is a network that supports recruitment, education, research and development in the Blockchain industry. The sum of all network activity is mapped by a unique algorithm (DSCORE) that validates professional activities of market participants.

It is a one of a kind platform connecting entrepreneurs and contractors in a decentralized environment without third party involvement. Its uniqueness can be seen through the completely innovative and transparent ecosystem of functionalities. The platform offers a specific scoring system (DSCORE) for both contractors and entrepreneurs and also contains a segment which involves step – by – step educational levels for students, learners and novices. Aside from that, it gives an opportunity to educators and educational institutions to provide their content in a peer – to – peer network.

For entrepreneurs vetting potential hires, DSCORE is a simple output that aggregates an applicant's entire involvement in Blockchain development. This includes academic history, professional history, achievements, known collaborators, mentors, students, and more. People and their professional presence on DiscoverBlockchain are continually validated for their relative involvement on the platform. This cluster map of involvement represents a path to sifting applicants and content. For thought – leaders contributing content to the platform, peer – review is provided via decentralized consensus. The impact of feedback on content's DSCORE is also weighted by the reviewer's DSCORE.

On the platform, students can develop custom learning paths, thought – leaders can receive spotlight and critique, entrepreneurs can hire vetted applicants, and contractors can find cutting – edge opportunities.

The DiscoverCoin (DSC) is the currency of the platform. Transactions that use DSC are a cornerstone for DSCORE calculation. On the user – end, it is used for microtransactions such as tipping and bounties, as well as payments for job contracts and 3rd-party education modules

Table of Contents

Abstract 2
Table of Contents 3
Introduction 4
DiscoverBlockchain 5
New Foundations 6
Use-Cases 8
Key Team 11
Opportunity: A Decentralized (Lack of) Consensus 12
Market Conditions for Conventional Talent Development 14
i. General *14*
ii. Talent in Business *16*
Rebuilding Trust 18
DiscoverSCORE Validation Ecosystem 19
DiscoverBlockchain Platform 22
Platform Architecture: Foundations *22*
Platform Architecture: Applied-Side Basics *23*
Platform Architecture: Theoretic-Side Basics *26*
Platform Architecture: Cross-Platform Functions *29*
Token Economy Visual Logic 30
Competition Analysis 31
Timeline 32
Token Description 33
Risks and Concerns 35
Future Developments 36
Full Team 37
Partners 40

Introduction

We lost control over our data, and the mechanisms controlling our data within the complex interlocking system are now hidden in proprietary algorithms.

We are interlocked in.

In the first case of losing control over our data, we became more accountable. When online, we now behave with the self-control and savvy that we would use while being recorded.

Until very recently, we were content to suffer the monolithic, opaque, centralized switchboards of secretive eyes and ears - if it meant having these universally convenient services.

Blockchain and distributed ledger technology bring their own challenges, but it is now proved that the exchange of valued data can be egalitarian. First and second adopters have begun the migration away from legacy systems and towards building forward on these transparent, tamper-proof protocols.

Within the technology that is Blockchain, there are still dramatic asymmetries of knowledge, skills, investment, and thought-leadership. Blockchain research is disjointed, building a team is hire-and-pray, education is without structure, and providing credentials is an exercise in charisma.

BUILDING A TEAM IS HIRE-AND-PRAY

EDUCATION WITHOUT STRUCTURE ISN'T EDUCATION

In response to these growing pains, we aim to reimagine the universally convenient systems of education and talent sourcing. By applying novel mechanics enabled by distributed ledger technology, we can rebuild these systems with dramatic improvements, creating a robust and flexible ecosystem for the next generation development.

Our results will be transformative for individuals and industry - we will have created reliable scaffolding for our peers to build upon.

The Vision

DiscoverBlockchain is a productivity ecosystem for distributed ledger technologists.
Its purpose is to:

1. Support both **theoretic Blockchain exploration** and **applied Blockchain initiatives**
2. Provide **intuitive cross-platform functions** such as **peer-review** and **identity building**

The Why

Our current era's most rapidly advancing technology is distributed ledger technology (DLT), heralded by the Blockchain.

Currently, there is a pattern of creative destruction occurring in the space.

The right ideas that get developed in splinter communities often disappear, untested, into the static. Meanwhile, passionate and skilled individuals are going underallocated or misallocated to projects that are already obsolete.

Legacy industries have demonstrated the cost of a perpetuated divide between academia and business. We believe that the patterns of traditional industry can and ought to be broken.

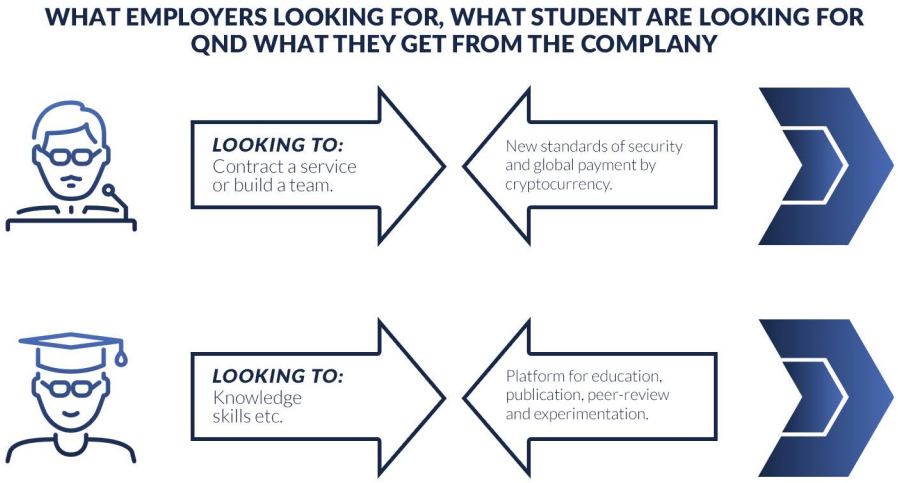
A Connected Portal: Professional Academia

DiscoverBlockchain is creating a sufficiently flexible ecosystem to serve both (1) the theoretic expansion of Blockchain knowledge and (2) the applied development of Blockchain initiatives.

In sum: a flexible joint network for **education, recruitment, research, and development.**

DiscoverBlockchain is built on the Ethereum Blockchain. Like other Ethereum-based initiatives, it utilizes the self-governing power of smart contracts to execute its functions.

First, we adopt **the best conventions of modern collaboration portals:**



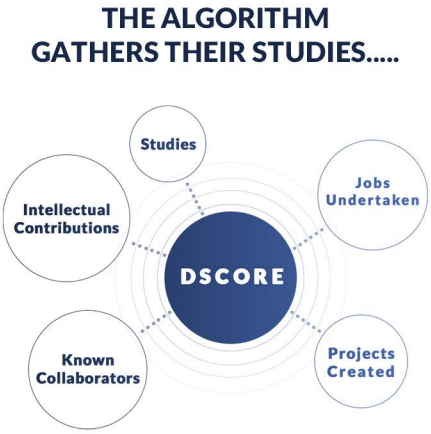
Then, beyond conventional functions, we apply the transparent and objective DiscoverSCORE validation algorithm: DiscoverBlockchain's chief differentiating value and unique application of Blockchain technology.

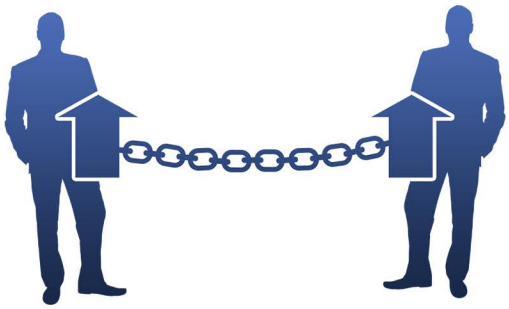
The Integrating Principle: Validation by Involvement

DiscoverSCORE (DSCORE) isa new methodology to validate professional activities and credentials of users and their relative involvement and engagement within the platform.

DiscoverBlockchain derives for every user a **DSCORE: a validated, at-a-glance summation of their involvement with distributed ledger technology.**

- DSCORE is a weighted sum of a user's history as a student, thought-leader, entrepreneur, and contractor. The algorithm gathers their studies, intellectual contributions, projects created, jobs undertaken, and known collaborators into a single number. The number's value represents their relative involvement in the Blockchain ecosystem.
- DSCORE judges involvement contextually. It is not a linear value based only on an individual's quantity of work done or quality of feedback received. All inputs are weighted by the consensus'changing valuation of those inputs.





.....IF YOUR COLLABORATOR HAS STRONG INVOLVMENT GROWTG, THEN THIS INCREASES THE POSITIVE IMPACT THAT YOUR COLLABORATION HISTORY HAS ON YOUR DSCORE.....

Since the portal joins academic and professional pursuits, the algorithm can too. DSCORE gathers all kinds of indicators that are useful proving or vetting involvement. Participants in disruptive environments are typically switching roles or developing projects simultaneously, and DSCORE sums pivot just as fast.

What was previously calculated in black box conditions (Google's Search Rankings, Facebook's Newsfeed, Youtube's Trending Tab) is built here as open-source. The inner workings of involvement are transparent and objective across users. Plus, the Blockchain's immutability of records will prevent users from being able to buy, boost, or artificially tweak involvement.

In the above mentioned black box algorithms, even the possibility of manipulation causes suspicion to emerge - even if no manipulation occurs. This is a toxic but natural outcome in opaque systems which disillusions users and lowers confidence in algorithm-based ranking. DSCORE records all previous states, so that any user's score has an auditable progression.

Sonny

1. Blockchain enthusiast Sonny looks online for more information about distributed ledger technology. He comes across DiscoverBlockchain's educational platform and **dives deep into the nested knowledge web.**

2. After reading through a few topic synopses, he finds a module that interests him. The platform asks him if he has a wallet or if he would like to make one. He makes a wallet, and **passing the wallet tutorial is his first recorded academic achievement.**

3. The **module that Sonny began with is free and mostly contains on-platform annotated articles and videos.** He chooses to buy the initial subsidized DSC anyway, and sends DSC tips to the authors of his favorite content.

.

4. **In his second week on the platform, a mentor reaches out to him.** This was an automatic match, as the mentor is a peer who has studied many of the courses Sonny has shown interest in.

5. **As Sonny continues his studies and receives mentoring, his DSCORE rises due to his increased involvement.** He has also chosen to buy some specialized modules offered by our 3rd-party partners, and completed their courses off-platform.

6. His **rising DSCORE and areas of study have reached the minimum thresholds for job recommendation** - Sonny's first brush with the professional space of Blockchain development.

7. Sonny applies for one of the suggested job postings. **He interviews and accepts the terms of the contract. His work is well received.**

8. As his studies wind down and he finds his niche as a contractor, **the platform prompts Sonny to become a mentor and help the next cohort.**

Jan

1. High profile Blockchain coder Jan finds success as a freelance coach for new teams. Before she pivots out of coaching, she wants to **formalize her training into a general module.**

2. She **sends out Publish requests to her previous clients**, even those that have already chosen to let the 6-month grace period expire.

3. The r**esult is a 6-part course published by Jan and added to DiscoverBlockchain's nested learning web.** Client names are automatically listed as commissioners for the enclosed case studies.

4. As Jan already has a sizable following on and off-platform, the release of a free **module under her name gains immediate traction,** raising visibility and mindshare for both her and her previous clients. The initial publication awards a rebate of DSC back to the clients whose work with Jan was represented.

5. Despite it being her only contribution to the education side, the **module's popularity and positive feedback from highly vested members improves Jan's DSCORE significantly over time.**

6. **Previous collaborators and clients also accrue DSCORE gains**, and receive an automated inbox notification mentioning Jan's increased involvement and its positive influence on their own.

7. Eventually, the involvement of Jan's module itself passes the required threshold of positive peer-review from high DSCORE members. **The module gains Core status (DSCORE 9.0+) on the nested learning web.**

8. She **receives a bid to release the module to the University of Nicosia, one of DiscoverBlockchain's educational partners.** If she should choose to accept the terms, the University can keep it released as is on DiscoverBlockchain, or re-author the module to fit in another existing program to be released for their students.

Professor Swanson

1. **Professor Swanson intends to bring Blockchain education to his department.** He wants to build his own lesson plan out of original and existing content.

2. **He navigates the DiscoverBlockchain knowledge base** and gathers ideas.

3. While he plans on creating most of his course from scratch, **he finds certain videos and training routines he would like to use as is.**

4. He links the on-platform content to the course content attached to his university's own learning portal, and **submits for publication on DiscoverBlockchain an education module with 3rd-party content and certification.**

5. **High DSCORE peer-reviewers are given access to the full course,** including the paywalled content, for publication review.

6. **The course passes peer-review with high initial DSCORE,** and is added automatically to the DiscoverBlockchain knowledge base.

7. His department and university **gain attention and enrolment due to the lead generation**.

8. Professor Swanson, for his account's affiliation with a successfully published off-platform learning module, **gains a verified Teacher status on DiscoverBlockchain.**

9. With the DSC revenues, **the university can convert it into their local currency or use it to sponsor new or existing on-platform content by other thought-leaders.**

Key Team

Melissa Yacoub
Co-Founder & CEO

Informed by years of experience in Recruitment and Human Resources, Melissa pivoted toward distributed ledger technology as the proper next generation system for remote networking.
From its inception, DiscoverBlockchain's strategic and aesthetic goals were established and pursued under Melissa's leadership.
In the current phase of development, Melissa is selecting the correct partnerships and executive team that will deliver her vision to reality.

Aleksandar Djordjevic
Co-Founder & CTO

Team leader and tech developer of over 10 years, Alex's software company Mirror Code has been tapped by such clients as DHL, Nike, NVIDIA as well as Blockchain Projects.
After grooming a variety of Blockchain clientele, he leveraged his full resources to join Melissa in building DiscoverBlockchain.
Alex is currently working hands-on to map out the architecture for DiscoverBlockchain's knowledge and identity frameworks.

A Decentralized (Lack of) Consensus

For The Uninitiated
Almost every form of ownership is expressed as data; bank balances, property deeds, authorship, even a tweet is recorded as belonging to someone.
That someone, the owner, receives the benefits of traffic and attention for their tweet.

But in the above examples, the records of ownership are themselves owned by 3rd-parties. These governing arbiters are trusted to handle disputes reliably and manage ownership records without interference. In exchange for their value-addition of trust, they are entitled to charge fees. However, because these governing bodies are centralized by design, their fee structure can in turn reflect monopolistic practices - and human error or corruption too often interfere with the guarantee of fair mediation and untampered records.

In the case of DiscoverBlockchain, we chose to opt for an Ethereum-based platform which has customizable, self-executing contracts, known as Smart Contracts. These contracts autonomously govern changes in the ledger. They can initiate a deposit, withdrawal, or other kind of state change - without human prompts.

A Smart Contract can be much more targeted: consider a contract that monitors Twitter for users of #DiscoverBlockchain, and for every tweet that acquires more than 100 retweets, a token ticket is generated entitling the original poster and a random selection of 10 retweeters to deposit a cache of DiscoverBlockchain tokens into their wallets.

Controllable Internal Conflicts

There has been some success separating the practical merits of 2nd-gen Blockchain initiatives from cryptocurrency's problems.
Let's address the internal conflicts which are in our control:

- **Uneducated Consumers - and Producers:** Uninformed entrepreneurs, investors, and programmers can easily miss critical relationships between use-cases and alternative consensus mechanisms. Notable companies: IOTA, Byteball and Raiblocks.

- **Siloed Knowledge:** Many DLT concepts or applications are developed in isolation. These chaotically branch out without real-time feedback from other nodes. In the convention-forming stage of DLT, knowledge silos mean lost potential, redundant initiatives, and limited choices.

- **Competency Confusion:** The demand for competent distributed ledger technologists is tremendous. Quickly vetting or proving competency is not possible in the current environment. Working with untested technology means working with contractors who are similarly untested in the field.

- **DLT-inappropriate projects:** The Blockchain may be the 'future', but it is not the future for all applications. There have been many ICOs offering solutions to problems that do not require (or are not efficiently solved by) a distributed ledger. Sometimes, the cause is a lack of familiarity with the use-cases and tradeoffs involved with DLT-based solutions. However they come about, these projects can waste millions of dollars and discourage the investorship.

The common denominator for these problems is disorganization. This is natural to most emerging, energetic,
disruptive fields. But the stakes are here amplified to a fever pitch. The financial and architectural costs for
missteps are tremendous.

How can we bring order to the space?

Fortunately, a solution is built into the very same disruptive innovation that we are working with.

Learning vs. Application

To make DLT development better, we have two chief areas of concern:

Education and Business.

Our goal is to address waste and disorganization within and between them.

For traditional industries, a divide has grown between *those developing good ideas and those implementing them.* Like an untwining strand of DNA, academia and the workplace are spiraling away from each other. The quickening of the Information Age has had side effects: overspecialized academics, undertrained employees, tremendous waste, and stunted growth.

Education is detached from value-creation. Stagnant businesses are vulnerable to maladaptation when confronted with disruptive concepts. Thinkers are out of step with doers.

The forward advancement of distributed ledger technology, in principle, relies on the same harmony of talent. We need to quickly bring these two strands of talent back into synergistic operation.

i. Talent in Business Trends

In global markets and across all industries, we observe the following trends in the remote work domain.

In recruiting:

- In the opinion of 44% business leaders worldwide, the most important socio-economic driver of industry changes is the "changing nature of work, flexible work."
- 94% of business leaders plan to keep or grow their base of specialized contractors. 47% of the same group are even looking to hire contractors for senior or C-suite roles.
- Even for established businesses (>1000 employees), one in five have a workforce with >30%
  contingent workers.
- An article in NPR details a next-gen legal firm's redefinition of roles using artificial intelligence and a flexible workforce. The author notes that "tenure for workers in the building used to be
  measured in decades. Now it might last a few days for the workers there today." A director at the firm elaborates that "we might have 30 people working today, and tomorrow we might have 80."

In freelancing:

- Listed in the top five reasons people quit conventional jobs are excessive overtime hours and a boss that doesn't allow you to work flexibly. 24% would at the least take a 10% pay cut in order to telecommute.
- Most freelancers are able to hit their financial goals in 23 months on average. The nonmonetary aspects of their work also caused higher levels of satisfaction to be reported.
- The top three things that freelancers want most from their platforms are: (1) to make more money, (2) have more ways to find clients, and (3) work with more international clients.
- A U.S. centric study commissioned by Upwork and Freelancers Union predicts that the majority of the U.S. workforce will be freelance by 2027.

Challenges for Blockchain Adaptation

Conventional talent platforms have been flooded by cryptocurrency and Blockchain related jobs. Assessing the challenges these platforms faced, we identify several areas requiring attention.

1. Culture

DLT and Blockchain has its own unique culture and language. It is a kind of splinter community where the generalists have to reach a minimum level of savvy. A prior grasp of the technology and its philosophic principles is expected even for illustrators or front-end coders. A prospective DLT talent platform should weave DLT principles into its UI/UX in a way that is accessible, educational, and authentic.

2. Vetting & Tenure

Currently, the majority of Blockchain work opportunities are composed of start-ups. Seeing or showing 'tenure' can require a CV complicated by over a dozen short-term projects. This volatility can be a red flag, but simply having some track record in DLT is taken for value in the current climate. It is very hard for clients to distinguish quality. Many look for signs of quality based on a contractor's tenure in fields outside of DLT and hope for a smooth carry-over. An ideal DLT talent platform should capture the full picture of a user's DLT experience and make it easy to vet.

3. Payment

Globally friendly payment options are needed for a decentralized workforce. In the Blockchain environment, fees have to be reduced to levels digestible by start-ups. Further, DLT-based start-ups generating their own token often promise tokens to the founding and early-joining team (instead of stable or fiat currency). A DLT talent platform should integrate a Simple Agreement for Future Tokens (SAFT) or its equivalent into the payment structure. This will add marked flexibility for start-ups.

ii. Talent in Education

Trends

In recent years, traditional universities are starting to run shoulder to shoulder with dedicated online learning domains. The trends demand remote options. This is what we see occuring:

In Learning:

- The percentage of students who desire partial or full online education rises at roughly 1% per year.
- Between 2012 and 2016, over 1 million U.S. students transitioned away from strictly on-campus learning - this is ~6.4% of a total 16 million college students.
- The total amount of students registered for Massive Open Online Courses (MOOCs) totals approximately 81 million (up from 58 million the previous year).
- Students tend to treat MOOCs as exploratory opportunities rather than paths to certification. A large drop off occurs between enrollment and engaging the full content, and another drop off between engagement and certificate acquisition.

In Educating:

- The global student body is expanding past historical barriers of income, status and location. As the backgrounds and types of students increase in variability, so should platforms offer flexible learning paths. These paths should cater to different types of learning while minimizing risks threatening certificate standardization.
- Online courses tend to serve best the students who are looking for expanded options or accelerated learning, rather than students who are already struggling with convention face-to-face learning.
- As of the beginning of 2018, over 800 universities worldwide have one or more associated MOOCs, for a total of 9,400 existent courses.
- Much like the shift towards video content in internet content consumption, students are finding video-based educational content easier to absorb.

Challenges for Blockchain Adaptation

Compared to pre-existing fields of study, the first instances of distributed ledger technology education will be designed for online correspondence. The ground-up creation of these domains should include the following considerations:

1. Completeness

Knowledge bases for Blockchain are remarkably dispersed. What can be considered essential reading is not located in one particular textbook. Content is littered across sites like Medium, Github, or company pages for Blockchain start-ups with landmark white papers. Moreover, decentralized agreement has a longer history than most know, notably stemming back to the concept of the Byzantine Generals' Problem. A prospective educational platform should integrate past and continuing content published to these external resources. Collected content should also be properly categorized into intuitive conceptual hierarchies.

2. Flexibility

Businesses are commissioning online educational partners to provide short, targeted courses to retrain (or sometimes detrain) employees. This even includes employees with post-secondary education. As universities are challenged to adapt their content to the new generation, that same generation already understands agile learning environments. They know them implicitly as they would a first language. This is because new models of education are derived from the curiosity-driven rabbit-hole internet exploration that the new generation grew up with. Modules established must be student-centric, open-source, choose-your-own-adventure style education. With nuanced guiderails, educators can ensure the best ending: a mix of general savvy with targeted competencies. Then, as fast as industry evolves, so should education with it – opening continuing or tangential paths for further study.

3. User-Driven

When confronted with mandatory eLearning or online training courses, employees have been shown to lie to pass tests. Conversely, we can somewhat trust the self-managing ethos of remote workers and contractors to produce honest results. Decentralization gives authority to the individual, and with that authority comes responsibility. We can make it easier for students and thought-leaders to uphold best practices via social, financial, and professional incentives. Motivating thought-leaders in particular towards publishing on-platform can be done by creating a rewarding peer-review culture. This kind of culture already informally exists on social media, albeit somewhat loosely. Good faith and social responsibility can build a tremendously powerful and open-source knowledge base (see Wikipedia), but it depends strongly on the founding culture.

Trustless Environments

Modern freelance markets and online learning portals are flexible and efficient. But compared to their heritage systems, they are missing one major aspect - trust.

How can we trust the competency of someone who:

- We have never met, and may never meet, face to face
- Only worked for companies in other countries and in other languages
- Has high feedback ratings in an era of rampant botted-votes and bought reviews.
- Created their own makeshift lesson plan out of known and unknown resources
- Studied in isolation and took unmonitored tests

THow do we achieve trust?

Today, the best-case-scenario of talent speedily acquired from a global talent pool generally outweighs the cost of validation. The sheer size of the telecommuting talent market is too attractive to pass up. There is huge reward for being able to efficiently sift for trustworthy signs of merit. This is particularly true with time-sensitive projects requiring highly skilled contractors. In an undersupplied environment, missing a single day's window can mean losing the right recruit.

We are challenged to quickly intuit trustworthiness and competency.

The same is also true of finding trustworthy content. On the cutting edge of innovation, a single white paper or an article on Medium can go two ways. It can be a deep rabbit hole leading to revelation - or just wasted time and energy. Sometimes, in the case of an idea too early for an unready market, it leads to both.

Thought-leaders are constantly checking what other thought-leaders are saying or producing. It is critical to find sources that sift noise and aggregate signals. For students engaging in disruptive environments, this process of source-sifting is tantamount to selecting their teachers and choosing their studies

How can we sift for the best ideas in this chaotic space?

Sifting Qualification by Consensus

Qualification is not just what you know.

It's *who* you know. And it's what *they* think you know.

It's what you know – plus *who* you learned it from.

It's also what you've *accomplished* – and *who* you did it with.

And it's *who* you've done things with – and what *they've* also accomplished with whom.

Qualification is a constantly-updating consensus about you that is made by a decentralized, disparate whole.

An individual's relative involvement with the global development of distributed ledger technology is approximated algorithmically and given a DiscoverScore (DSCORE).

Involvement: The Core Principle for Intuiting Competency

Involvement is a term that describes the aggregate of a user's experiences with and contributions to distributed ledger technology. When we normalize a single user's aggregate against all other users (nodes), we generate a relative scale of involvement. DiscoverSCORE (DSCORE) is an individual's normalized score weighted against all other individuals on the network.

20th century thinkers noted that technological advancements were causing social distances between people to shrink. Six connections, or Degrees of Separation, were proposed to connect the personal networks of every individual on earth. In 2008, Microsoft validated the average to be around 6.6 connections. Facebook found an average of only 3.5 connections separating its 1.5 billion users in 2016.

Rather than measuring presence or proximity, we want to measure involvement with the industry itself. For example, Vitalik Buterin's tennis partner has no degrees of separation between him and the creator of Ethereum.

To measure involvement, we evaluate the type, quantity, and quality of connections that exist between users. This mapping is made possible in the first place by DiscoverBlockchain's unified ecosystem that capturing both academic and professional activity. The influence that those connections have on an individual's DSCORE is also weighted by the 'size' (DSCORE) of the connected node.

In this fashion, DSCORE has a transitive effect that ripples throughout the network. The less Degrees of Separation between users, the more their DSCORE have the potential to influence each other. This potential becomes actualized by on-platform interactions, such as employment, tutoring, co-working, co-authoring, and so on. The interactions are weighted by their duration, amount of value exchanged, and feedback sentiment where applicable.

Summarized, DSCORE is a moving aggregate of an individual's diverse experiences, known collaborators, and the reputation he/she has gained as a student, as a thought-leader, as a contractor, and/or as an entrepreneur.

Existing Ranking Systems vs. Blockchain-Based DSCORE

High profile ranking algorithms are used by:

An individual's relative involvement with the global development of distributed ledger technology is approximated algorithmically and given a DiscoverScore (DSCORE).

Critically, these algorithms are proprietary, black-box systems that these companies have chosen not to publish, leading to significant resistance and user frustration.
The chief argument tends to be that private rankings prevent rank manipulation by those who would deconstruct the algorithm. Still, these algorithms show themselves to be vulnerable to manipulation, primarily through artificial consensus generation (botted views or votes, superficial backlinks, etc.).

The DSCORE algorithm is open-source by necessity, and so can be deconstructed by any user. While every resistant system tends to be broken over time, the embedded costs and preconditions for DSCORE gains are prohibitive to existing conventions of manipulation. We will, however, discuss potential manipulation vectors further on.

DSCORE Mechanics

Let's first look closer at the DSCORE system.

The DSCORE algorithm achieves a decentralized consensus regarding the involvement of an user in the greater network of blockchain innovation. It does this by aggregating signals validating the user.

All on-platform interactions had by the user are aggregated and weighted by their metadata.

Interactions include, but are not limited to, content consumed or provided and services rendered or acquired.

Metadata includes, but is not limited to, the type of interaction, length, success rating, feedback, amount paid or received, and DSCORE of the individual or content interacted with.

Given that raw 'links' in the context of DiscoverBlockchain are not valued in isolation, but rather in conjunction with their metadata, DSCORE is less easily manipulated.

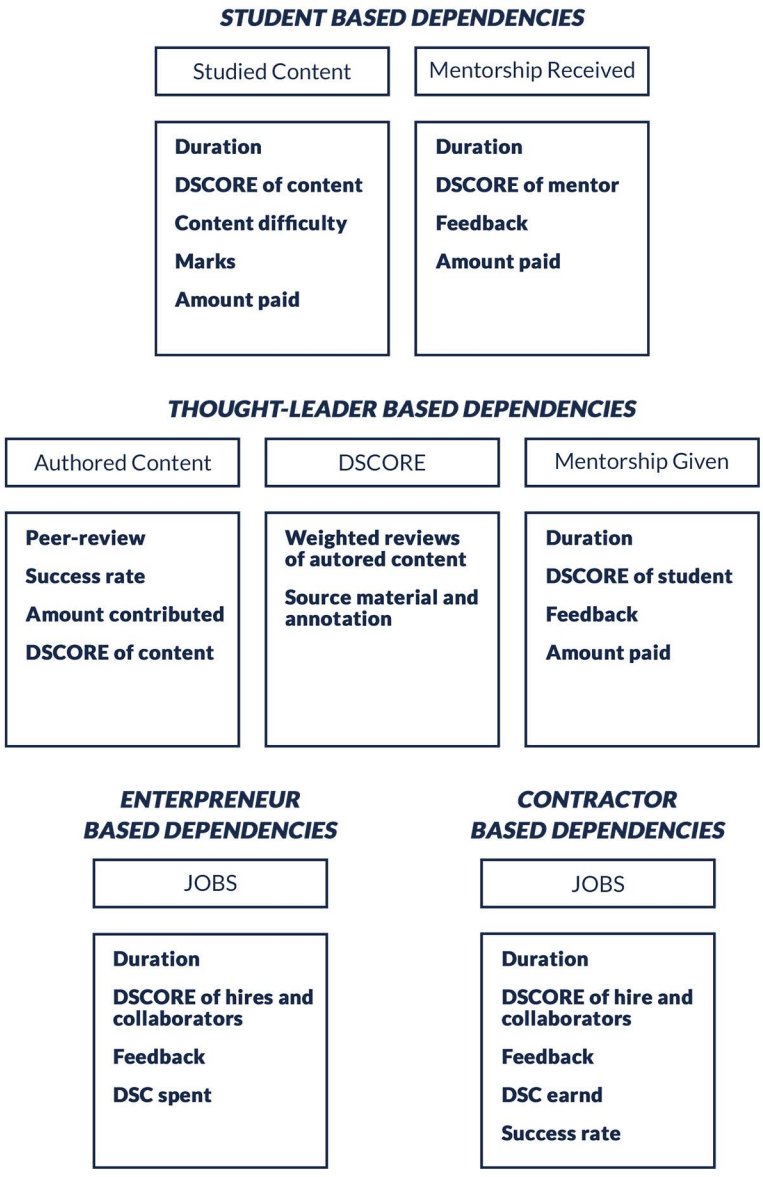
DSCORE therefore relies minimally on isolated claims, self-reportage or artificial padding. It reveals to sifting parties the positive involvement that a user has had in the greater ecosystem. But it does not require the sifter to do extensive follow-up vetting on connected individuals.

Also, since the DiscoverBlockchain platform itself is built on the Blockchain, we can still output DSCORE while preserving the anonymity / pseudonymity of those connected users. This allows us to provide security and serve individual user preferences. It also makes the platform aesthetically consistent with the anonymized culture of open-source development

DSCORE Involvement Ratings

Star* . . . . . 9.0+
Planet . . . . . 7.0 - 8.9
Moon . . . . . 5.0 - 6.9
Comet** . . . . . 0.0 - 4.9
*Users & content that reach Star status retain tenure unless they drop below 8.0 DSCORE, at which point they revert to Planet.
**All new users start as Comet, at 4.0 DSCORE.

PRIMARY DEPENDENCIES



Platform Architecture: Foundations

Vision

Both the educational and professional worlds involve an exchange of value between two groups.

For academia, these are students and thought-leaders.

For business, these are contractors and entrepreneurs.

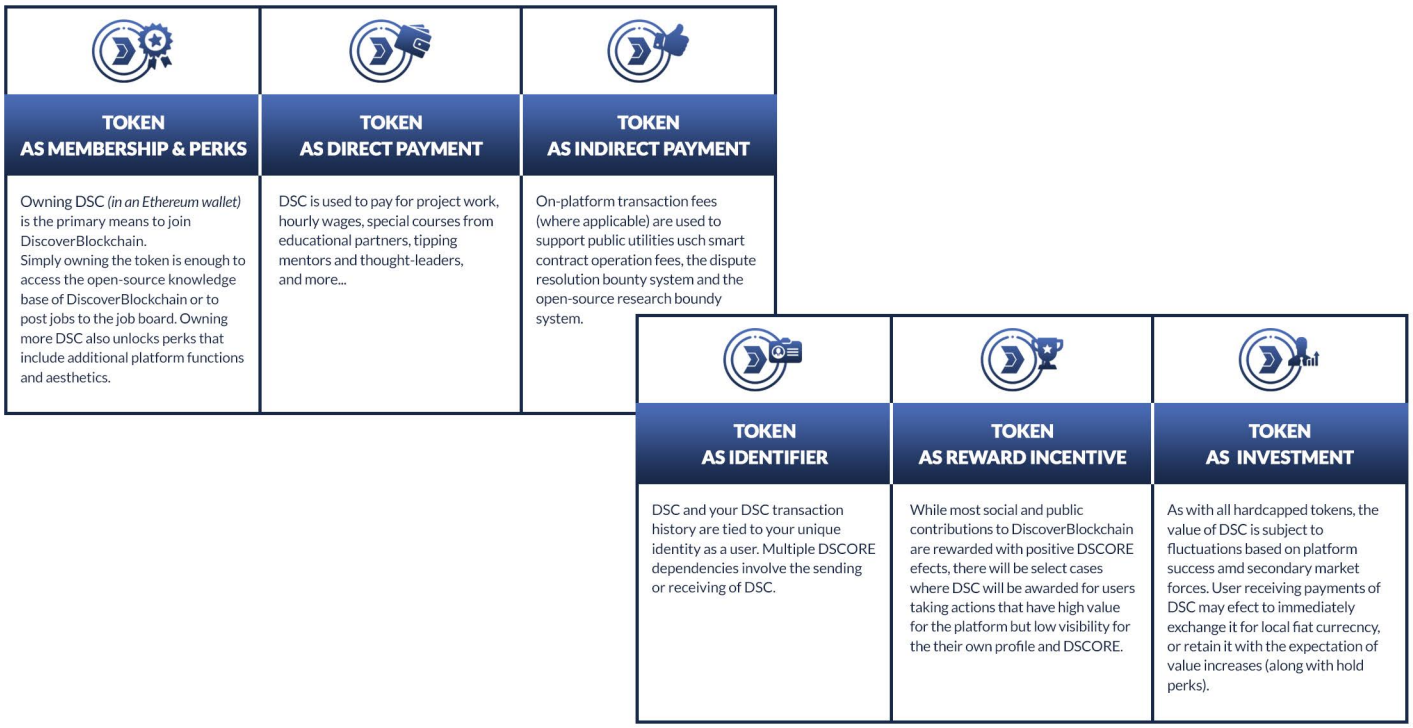
The DiscoverBlockchain campus is a virtual platform that not only houses both worlds, but provides a thoroughfare between them. It is a combination job board and think-tank that supports 2nd and 3rd Generation DLT projects and beyond.

Students can become contractors, contractors can become thought-leaders, thought-leaders can become entrepreneurs, and entrepreneurs can become students – building their history and their network all the while.

The Coin of the Realm

On-platform, users and DiscoverBlockchain partners transact using the DiscoverBlockchain Coin (DSC). The creation of DSC is accompanied by Ethereum-built Smart Contracts that autonomously execute data and value exchange. For DiscoverBlockchain, DSC and Smart Contracts replace fiat currency and privately administered code respectively.

Basic utility of DSC:



Further details about the creation and token economics for DSC are detailed later in this document, in the section entitled “Functions and DSC Use By Role”.

The portions that say Screenshot will be uploaded in due time. The development team is working hard to deliver a working MVP. Subscribe to our newsletter to receive updates!

Platform Architecture: Applied-Side Basics

From the perspective of user experience, the professional Blockchain job board operates similarly to modern online freelancing marketplaces. Most of the service is navigable for all visitors. Users wishing to actually post or apply to jobs must do so by creating an identity and associating a wallet for DSC.

Entrepreneur Workflow

From the landing page, entrepreneurs navigate to the job posting prompt.

Screenshot: Landing Page

Screenshot: Job Board

Screenshot: Post Job Form

Once the particulars of the job have filled out, the published job is added to the distributed ledger.

As contractors apply, notifications are sent to the entrepreneur regarding applications to review.

Screenshot: Contractor's Profile and Cover Letter

While picking the shortlist of applicants, entrepreneurs are free to enter into interviews to discuss the particulars of the job and the qualifications of the prospective hirees.

Screenshot: Chatting with an applicant

Regardless of the stipulations of the job, hiring an applicant will require an initial commission of 2% charged on the client.

For project-based jobs, the total DSC owed for each payment iteration must be entered into escrow before the previous iteration can be completed (or the hire initiated).

For time-based jobs, a sum of DSC equal to the maximum earnable weekly wage must be present in the escrow at all times. This can be set to auto-replenish. If the escrow is not set to auto-replenish, or if the wallet is empty and cannot supply the DSC, the entrepreneur is given a warning and 72 hours to refill the escrow. If this does not occur, the job is placed on hold. If a job is on hold, contractors are no longer responsible for continuing work (although they may choose to do so). After one week, contractors are free to cancel the job without any penalties.

When satisfied, the entrepreneur uses the smart contract, already established, that will govern the hire.

Screenshot: Contract Form

As deliverables are transferred or hours entered, scheduled DSC payments are delivered to contractors instantaneously. Once the first payment is made, reviews are enabled for both parties

Screenshot: Feedback Form

Entrepreneurs are also able to bid an arbitrary amount of DSC to have their job put on the top of the stack. This both raises the visibility to the contractor and demonstrates stake in the particular job. The platform absorbs the bid.

Arbitrary amount of DSC:

ARBITRARY AMOUNT OF DSC	
TIER 1	24h listing - 10%
TIER 2	72h listing - 5% per day
TIER 3	1 week listing - 21%

Contractor Workflow

Rather than posting jobs, contractors are looking for the right jobs for their skills:

Screenshot: Job Board

Screenshot: Job Search

Contractors can filter posted jobs by keywords, date posted, pay rate, or potential DSCORE impact. To apply for a job, a contractor needs to fill out any particulars required by the potential employer.

Screenshot: Application Form

After passing the interview phase and successfully winning a contract offer, the contractor is able to review the stipulations created by the entrepreneur:

Screenshot: Contract Offer

If the job is accepted, the contractor begins work as agreed. Work completed on schedule returns DSC payments on schedule.

Screenshot: Payment History

With DSC in their wallet, contractors are able to use it to build their bank, or use an exchange to get local fiat or cryptocurrencies.

Cancellation

Both entrepreneurs and contractors can end contracts at any time for any reason.

In the case of time-based work, the final timesheet will be resolved with proportional funds in escrow, with the remainder refunded to the entrepreneur.

In the case of project-based work, any remaining funds in escrow will be returned to the entrepreneur, barring a request for release of funds by the contractor. The entrepreneur and contractor have an opportunity to agree upon a sum paid for cancelled work. If an agreement is reached, then the escrow release splits the funds between the contractor and entrepreneur as stipulated.

Dispute Resolution

If the entrepreneur and contractor are unable to come to an agreement on their own for resolving a payment dispute, they are able to have their case resolved by reputable peers.

Three randomly selected* anonymous** users with Planet status (DSCORE 7.0+) will be offered the opportunity to arbitrate the case. Each user has 24 hours to agree. Lack of response or disagreement will rotate the offer to the next random user. When a full team of three has confirmed agreement, the relevant documentation is released to the three users.

The arbitration team will have 48 hours to come to an agreement. Only two out of the three members have to agree for a verdict to be accepted. Vote options will involve allocations of the escrow amounts by quarters (i.e. 25% to entrepreneur and 75% to contractor, 100% to entrepreneur and 0% to contractor, or a 50% split to both, etc.).

If no agreement is reached by the end of the 48 hours, the case is cycled on to a new team until agreement is reached.

*Additional Planet status users will also be offered the opportunity to act as silent arbiters. While these arbiters will not have their votes counted, they will vote blind on a verdict. After successfully voting with the real verdict at least 3 out of their last 4 shadow arbitrations, they will be eligible for actual arbitration (and the DSC reward involved).

**If the documentation involves sensitive information, the entrepreneur can elect for a non-anonymous arbitration team, to ensure accountability for non-disclosure. Any Planets prompted to arbitrate will be notified that the case will involve sensitive information and requires personal agreement of non-disclosure. An extra fee (2%) will be taken from the final amount released from escrow in this case, to accommodate the cost to privacy that the volunteering arbiters will make.

Platform Architecture: Theoretic-Side Basics

DiscoverBlockchain and its educational partners have collaborated to create a single forum for students and thought-leaders. With a combination of off and on-platform resources, DiscoverBlockchain aims to be the world's most competitive source for established and new ideas in distributed ledger technology.

Student Workflow

Screenshot: Landing Page

Screenshot: Knowledge Base

Students can navigate visually through categories and subcategories to find topics that interest them.

Screenshot: Knowledge Branch (Directed Acyclic Graphs)

In order to move beyond the topic & synopsis browsing, students must at this point create an identity and associated wallet in order to access content.

Screenshot: Identity creation

Rather than acting as a barrier to knowledge, the process of making an identity and wallet is treated as the 'first lesson' and part of their academic development. The tutorial for identity creation is presented in the form of course content, along with with interesting tips and trivia.

Screenshot: Viewing a course (with visible annotations by thought-leaders, as well as hidden low-score annotations)

While most on-platform DiscoverBlockchain courses are free, select courses and full programs from our educational partners may require DSC payment for participation.

Students will find that content and course material is often accompanied by user annotations from thought-leaders and even other students. Any user with status Moon or higher is able to annotate course material. The line between student and thought-leader is a thin one, as many students contribute interesting comments and critiques as they learn.

Annotations experience view decay, meaning that for every user that views their annotation and does not vouch for it, the annotation's internal DSCORE goes down. Conversely, a vouch or DSC tip from a thought-leader will have a large impact on an annotation's longevity. The higher a user's DSCORE, the longer it will take their annotation to decay from visibility. However, as soon as an annotation is posted, it acquires its own internal DSCORE. Users are able to change the default visibility for annotations by raising the minimum score that an annotation must have in order to be visible.

Screenshot: Course Participation Cases (Scheduled tests, AI-generated pop quizzes, etc.)

While on-platform content interaction is all automated, students are also supported by chatrooms with other users, open forums to ask questions, the commented annotations, and DSC-paid mentorship.

Screenshot: Real-time chat with other students

Screenshot: 1-on-1 chat with mentor with the course material shared on screen

Like the role of dispute arbiter, becoming a payable mentor on DiscoverBlockchain requires a certain level of progression within the course content, along with a DSCORE status of Node or higher.

Subscribing to a module from one of our educational partners requires leaving the DiscoverBlockchain platform. The ongoing status and completion results are continually validated back onto the platform and are reflected on a user's DSCORE and curriculum vitae.

Screenshot: Course Completion Prompt (with DSC bounty, and recommended next academic steps and job postings).

Screenshot: Student's curriculum vitae (show 'export cv' function)

Screenshot: DiscoverBlockchain Testnet

For the self-teaching students who want to experiment on their own, they will be able to use the private sandbox Testnets provided by DiscoverBlockchain to simulate token and smart contract creation.

Thought-Leader Workflow

Thought-leaders are the golden geese of DiscoverBlockchain ecosystem and the industry's development as a whole.

Screenshot: Info Publication

The DiscoverBlockchain nested knowledge base has established categories and subcategories that reflect the main subdivisions of study. Information on protocol histories, programming how-tos, existing technological problems and more can be joined to the visual knowledge web.

Adding your original content on DiscoverBlockchain's knowledge base is the most important thing a thought-leader can do. But there are many other roles thought-leaders can play.

Screenshot: Course Creation

Curating a full course out of existing and/or original material is a highly valued contribution to the space. Following a pre-existing framework with minimum requirements, thought-leaders are able to publish courses and add them into the publication stack, where they will undergo peer review by other thought leaders. Other forms of content curation such as translations and video creation are also highly valued.

If a course receives sufficient approval, it is published to the visual web and available for study. Much like annotations, a course's viability and longevity is validated by feedback: the general collective response weighted by individual DSCOREs.

Screenshot: Peer Review Feed

The peer review feed is an incredible source of new ideas and techniques. All users Moon or higher have access to content submitted for publication, and are able to vote on whether submitted content is Useful or Not Useful. This gives the publishers a sense of how high the demand for the content is. For content to be actually published and added to the web, it must pass a certain threshold of internal DSCORE based on responses from users Planet or higher, at which point it goes live. Peer reviewers who consistently approve content which is highly valued receive DSC. In the cases where published content is flagged for re-review due to user reports, it will re-enter the peer review process (with its previous reviewers locked out). If it ends up being rejected, the original approvers will be locked out of reviewing for 1-6 months.

Screenshot: Students Needing Mentoring

As soon as a user reaches Moon status with a minimum number course completions and content contributions, a prompt to mentor new students emerges. It is especially important that new students are engaged with by mentors that help grow comfort with the platform and the academic process.

The exploits of mentored students reflect the quality of their mentors. Any students who have been mentored will have their future work reviews and DSCORE gains ripple into DSCORE gains for past and present mentors, proportional to the amount of recorded mentorship.

Screenshot: Content Contribution Overview

In general, incentives drive thought-leaders to find good students, teach them well, contribute content and reviews to the knowledge base, and grow their own brand, DSC and DSCORE in the process.

Screenshot: 3rd Party Contributions & Proprietary, Closed-source contribution

Educational partners can provide external certification and thoroughfare across content on the DiscoverBlockchain network. While no user on DiscoverBlockchain receives subsidized DSCORE, verified teachers from partnered institutions are able to have unique identifiers on their profiles.

Contractors and entrepreneurs who have created applied-side content are also encouraged to adapt and release it to the DiscoverBlockchain knowledge base for peer review. Content contributions attached to applied-side contracts award DSC to all involved parties.

Platform Architecture: Cross-Platform Functions

Implicit and Explicit Incentives

The DiscoverBlockchain ecosystem is designed with the volatility of DLT development in mind. Beyond acting as a general hub for diverse disciplines, targeted incentives are integrated cross-platform. These incentives can be social, professional, and/or financial.

For example, positive impact on DSCORE is more highly weighted when contributing to an area where demand and supply are imbalanced. This can include contributing to an underdeveloped course program or applying for challenging jobs.

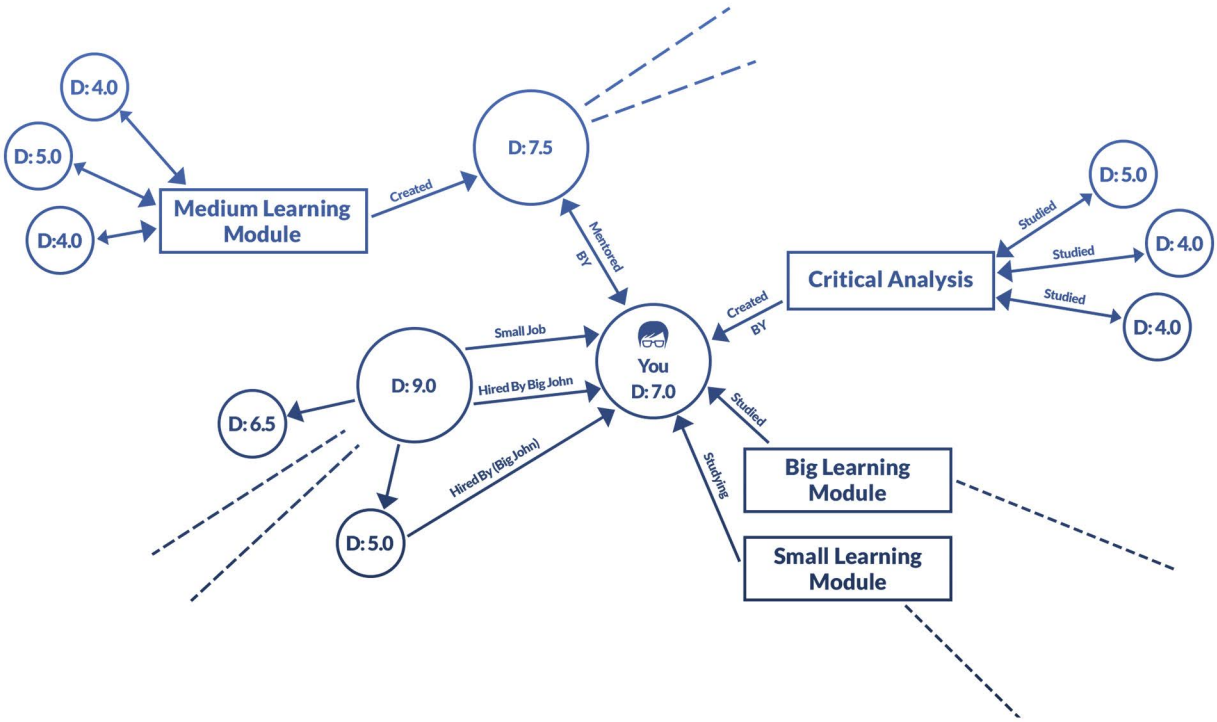
Built into the professional platform are incentives that drive private DLT research and analysis into the open-source educational realm.

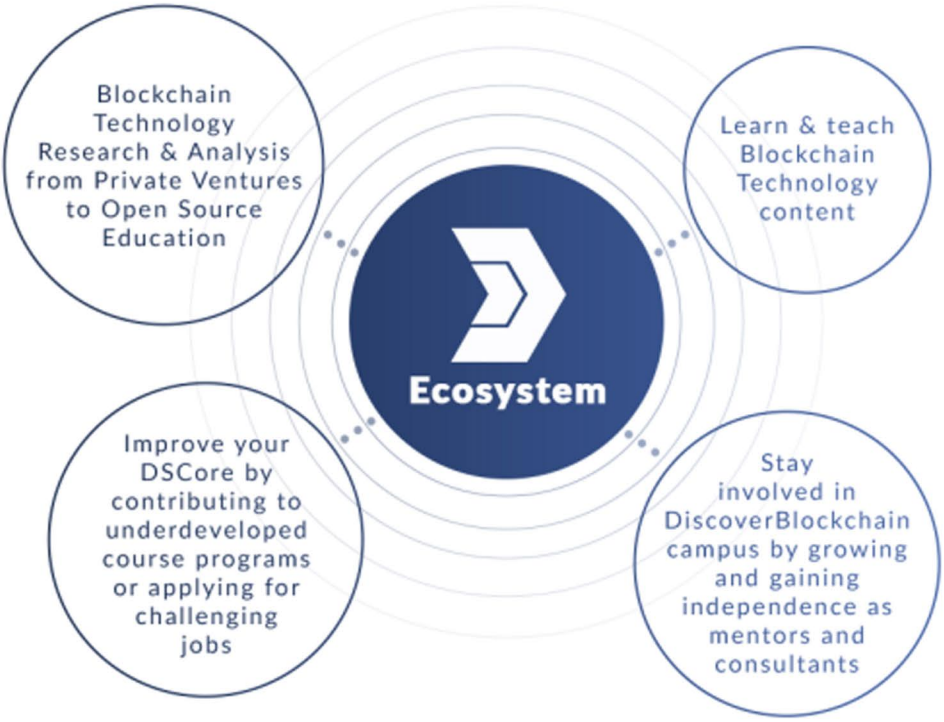
Built into the educational platform are incentives to learn and teach content that high demand. The demand can be expressed by a select and impactful few, or by a loose majority in the entrepreneurial market.

While initiatives that emerge from the DiscoverBlockchain campus are expected to grow independent, alumni are encouraged to continue as mentors and consultants on campus. The inclusion of various 'verified' effects for unique off-platform identities are being explored as well.

Token Economy Visual Logic

BY UNIFYING ACADEMIC AND PROFESSIONAL INITIATIVES ON A SINGLE PLATFORM, WE CAN MAP A USER'S COMPLETE INVOLVMENT WITH BLOCKCHAIN DEVELOPMENT.





DISCOVER BLOCKCHAIN

Competition Analysis

Feature	Discover	Upwork	edX
Job Board	?	?	
Hourly Jobs	?	?	
Project-based Jobs	?	?	
Reviews	?	?	
Payment Processing Fees	0% for contractors 2% for entrepreneurs	5-20% for freelancers 2.75% for clients	
Payment Processing Time	Withinthe Hour	Days to Weeks	
Competency Testing	IntegratedAcademics	Simple Quizzes	
Dispute Resolution	Trusted Peers	CorporateArbiters	
MOOCs	?		?
Videos andMultimedia	?		?
Forums & Chat	?		?
User-Contributed Content	?		?
3rd Party Certification	?		?
Mentoring	?		
Peer-Review System	?		
Validation by Involvement	?		
Decentralized Security	?		
Blockchain-Specialized	?		

Timeline

With help from our teams, contributors and investors these are the milestones we are looking forward to achieve.

Q3 & Q4 2017 (Jul-Dec)

- Creation of DiscoverBlockchain.
- Establishment of team and conceptualizing token economy.

Q1 & Q2 2018 (Jan-Jun)

- Initial development of platform.
- Building ERC20 Token Smart Contract.
- ICO Landing page and writing of White Paper/Pitch Deck.
- Marketing strategy and business development plan.

Q3 2018 (Jul-Sep)

Finalizing MVP for DiscoverBlockchain.
- Educational partnerships with institutions and user generation events with demo testing of MVP of the platform.
- ICO Token Pre-sale scheduled for end of Q3 (Sep).

Q4 2018 (Oct-Dec)

- ICO Token Main Crowdsale
- Project expansion within development team as well as business development team.
- First Beta Version: Achievement tracking and DSCORE review features.
- Further collaboration with institutes - hit 10 by the end of quarter.
- Listing our token on trusted exchanges

Q1 2019 (Jan-Mar)

- Project expansion within development team as well as business development team.
- Further collaboration with institutes - hit 10 by the end of quarter.
- Listing our token on trusted exchanges

Q2 2019 (Apr-Jul)

- Start of the Mobile Platform Development and further Web Development of the platform.
- Additional gamification aspects for educational segment with AI integration - additional tracking using our DSCORE.
- Additional blockchain education and freelancing marketplace extension and collaboration with big - Universities and Freelance Marketplaces.

Q3 2019 (Jul-Sep)

- Beta version of the mobile platform.
- Further partnership with blockchain service providers and freelancing platforms.
- Extension to more educational institutions and offering different types of collaborations (online degrees, certificates of accomplishment).

Q4 2019 (Oct-Dec)

- Release of the final Web version of the platform.
- Finalizing Mobile version of the Platform.
- Further extension and project growth in different areas.

Token Description

The DiscoverBlockchain platform consists of Ethereum-based smart contracts that define and act as a protocol of security, transactions and distributed functionalities. As a function, smart contracts are handling token distribution, usage and transaction. It will execute the set of rules as part of the platform and define the interaction between the users. These contracts are stored in the blockchain ensuring the rules defined by DiscoverBlockchain.

The DiscoverBlockchainsmart-contract will deploy ERC-20 tokens called DSC that are compatible and tradable with other currencies.
Our token will be used as a main source to execute all the transactions on the platform. Every user will be able to easily, quickly and securely buy/exchange DSC tokens via an internal wallet which will be available in the user's dashboard.

Once the user signs up to the platform, DiscoverBlockchain will offeran educational segment to allowaccess to educational resources and materials as well as a professional marketplace as an entry point for opportunities and finally a community section (with forums, chatrooms, mentorship access for both students and freelancers).

To encourage the use of the DSC token between users, we will be providing different layers of interaction and services that distinct personas can benefit from:

- Students who are looking to acquire more skills in Blockchain Technology can choose to sign up for a range of courses, some of which requiring DSC token payments, that can feed their theoretic and applied understanding.

- Contractors looking to provide professional services in exchange for DSC tokens within the platform can be prospects for entrepreneurs/clients looking to hire them for short or long-term projects.

- Entrepreneurs/clients looking to get project needs met through contractors in the platform, can hire them with DSC tokens at lower costs while also conducting all communication internally. That facilitates trust, security and completion of the project. If the project isn't getting the traction expected, clients have the chance to get Premium listing options, via DSC tokens, to increase visibility of their opportunity by freelancers.

All interaction will be made on the DiscoverBlockchain platform in order to facilitate transactions and the DSCore rating for each user will thereon be based on that engagement.

Users who have already bought their tokens during the crowdsale will have them available at their internal wallet automatically.

Those who haven't, will have two options:

1 - They can purchase/exchange our token with any other crypto or fiat currency via an external exchange office which supports DSC tokens.

2 - The users will have the option to buy DSC tokens in their internal wallet on the platform itself.

Platform Participants:

Four different types of users can benefit fromDiscoverBlockchain: **students** who are looking to acquire or strengthen their skills, **teacher or educators** who can provide educational materials and resources to students, **entrepreneurs** who are looking to hire quality **contractors** at lower costs and finally, contractors offering a wide range of services – all within Blockchain Technology.

A unique case and distinguishable trait of our platform can be seen through the journey as follows:

For instance, a student looking to learn and get accredited in Blockchain Technology will undergo courses leading to his constant increase of theoretical and applied knowledge of the industry. Once his score aggregates to a higher range DSCoreof 7+ (placing him in the Planetqualification), he will be offered the opportunity to become a contractor within the same platform and offer services to clients. The tokens invested to acquire skills will in return be compensated to him as he signs deals with clients and, unlike most platforms, he will be able to transition from student to independent freelancer smoothly.

Path to Stabilizing DSC

In the early phases of DiscoverBlockchain, contractors can be worried about being paid in an unstable currency (as compared to USD). While DSC finds initial stability in the market, it may be difficult to attract talent to the professional side of the platform. Raising and stabilizing DSC value early on must not be strictly reliant on a flourishing applied-side. Similarly, attracting talent early on should not be based on DSC remuneration, but rather incentives such as networking and social-professional status gains.

Cashing Out DSC & Local Tax

While DSC payments enable us to reduce service fees for using the platform, fees are still incurred off-platform in the process of exchanging DSC for local fiat currency. We are looking into partnering with select international exchanges to provide stability in this respect, and will be conscientious of informing users of the local tax implications of being paid in DSC.

DSCORE Challenge Cases

In validating users and content via decentralized consensus, we can pre-empty similar kinds of exploits and attacks on DSCORE's integrity.

- **High Involvement, Low Value:** As DSCORE represents involvement rather than value, it is possible for average users and content to achieve high DSCORE without commensurately high competency or value. This is more of a cautionary facet of the platform rather than a problem intended to be solved.
- **Low Involvement, High Value:** Similarly, there are infrequent users and rarer content which actually represent high value despite their lack of involvement. It is for this reason that the language of the DSCORE rankings is not directly correlated with valuation rankings. There are very valuable elements on the fringes.
- **Selling Accounts:** Selling a pseudonymous or anonymous account with high DSCORE is an exploit we intend to prevent. We are currently evaluating account locking methods that use non-personalized identifiers.
- **Artificial Transactions:** These include such strategies as mentoring fake students, false completion of studies, or paying contracts where no work is done. There are three main safeguards against artificial transactions. The first is that most every transaction involves paying DSC, and while the platform fees are small, they are costs incurred. The second is the necessity to diversify - if a user is not transacting with larger, highly meshed users, they hit diminishing returns. The third safeguard extends on the previous one: transacting with users who are not themselves generating new transactions with other unique users and content has steep diminishing returns.

Future Development

Seeing what happens with the organic growth potential of the DiscoverBlockchain's knowledge base and entrepreneurial projects are, by far, the most exciting future developments for the platform.

We do also have ideas that may be implemented based on feasibility and demand.

DSC Statistics

We could potentially use the immutable ledger of DSC transactions to gather data and market shifts over time, such as topics and skills that went up or down in demand, or how students across different regions sourced DSC for extra tuition.

Gamification

Discovering new ways to implement gamification, particularly to academic contexts, will be a constant interest. As for gamifying the job board, finding different ways to generate and affect DSCORE.

Full Team

Melissa Yacoub
Co-Founder & CEO
Informed by years of experience in Recruitment and Human Resources, Melissa instantly pivoted towards distributed ledger technology as the integrative, next generation system for networking. From its inception, DiscoverBlockchain's strategic and aesthetic goals were established and pursued under Melissa's leadership. In the current phase of development, Melissa is selecting the correct partnerships and executive team that will deliver her vision to reality.

Aleksandar Djordjevic
Co-Founder & CTO
Team leader and tech developer of over 10 years, Alex's software company Mirror Code has been tapped by such clients as DHL, Nike, and NVIDIA as well as known Blockchain projects. After grooming and preparing a variety of Blockchain startup clientele, he leveraged his full resources to join Melissa in building DiscoverBlockchain from the ground up. Alex is currently working hands-on to map out the prototype frameworks for DiscoverBlockchain's knowledge and identity networks.

Vladimir Filipovic
Senior UI/UX Designer
Vladimir is a highly skilled UI/UX designer with 7 years experience. He has a Bachelor's in Business Management and Marketing and puts his savvy toward the design and graphics of the site.

Nikola Miloradovic
Web/Blockchain Developer
Nikola is passionate about Blockchain development and also brings his front-end skills to the table. He has completed his Bachelor's in Computer Science from High Technical School of Vocational Studies in Kragujevac, and has 4 years experience as both a freelancer and CEO.

Martin Chuka
Senior Full Stack Developer
Martin is a full stack software developer dedicated to solving the harder problems. He brings with him his experience as an agency freelancer and hands-on background in Electronics.

Danijel Djordjevic
Web Developer
Danijel has a Bachelor's in Business Management and Marketing from Megatrend University and has honed his craft as a web developer. He dips into management roles where needed and helps out with marketing and customer-facing challenges.

Full Team

Stefan Milenkovic
Web Developer
Stefan is an all-arounder, quick-to-learn programmer with deep work in Wordpress, HTML, CSS, CMS, and Javascript (with frameworks).

Igor Milanovic
Web Developer
Front-end professional with an eye for the graphic details, Igor is dedicated to making the right aesthetic choices. A web developer of over four years of experience.

Tijana Velimirov
PR & Communications Manager
Tijana has a Master's in Economics and over 5 years of experience as a project manager and COO. Drawn to data science, she's worked with startup teams and large organizations to market intelligently and creatively.

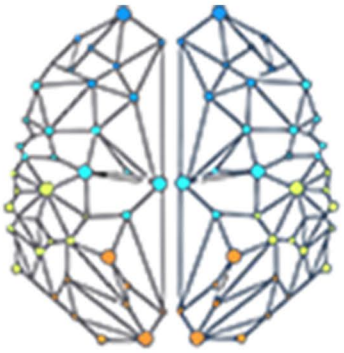
Sinem Toktay
Head of Marketing & Growth
With seven years of banking sector experience and two successful startups, Sinem is highly skilled in marketing strategy development. Since 2014, right after her successful education in Founder Institute she focuses on startups and especially on creating traction while building an organic community. She and her two lovely dogs are living in İzmir where she spends her spare time with water sports and Muay Thai.

Advisors

Branko Vidovic
Entrepreneurial Advisor
As a plant protection engineer, Branko made a shift to becoming a public speaker and trainer for a global loyalty program in the last six years. He delivered trainings for thousands of people in the Balkan region and now is the Founder and CEO of the emerging travel platform: Custom Deal.

Stefan Arsic
Financial Advisor
A consultant with seven years experience in finance, Stefan has cooperated with over a hundred companies IT, manufacturing, retail, FMCG, agriculture and beyond. He has primarily been tapped for raising capital, creating internal reporting systems, and organizational restructuring. He brings his experience with multinationals to the crypto industry as a pioneering advisor.

Partners



SOFFOS

PPR PUBLIC RELATIONS

MIRROR CODE

Custom Deal

PR MEDIA