



GLOBAL ADVERTISING TOKEN

A Holistic and Disruptive Approach to Digital Ad Business

WHITEPAPER
by GLAD Team

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ABSTRACT

As GLAD Team, we aim to build Next Generation Digital Advertising ecosystem, which we strongly believe, will disrupt the digital advertising and will bring a holistic approach and solution to the business.

The main goal of GLAD Team is to redefine the end2end process of digital advertising by cutting edge technology developed by the industry experts, to get benefit of blockchain technology to make the process fully transparent, reliable and convenient to all players.

In this whitepaper, GLAD Team introduces the project in details for all relevant parties in the industry and expecting to attract them with the features of the platform, with the innovative approach and the dedication of the team.

GLAD Team consists of technology subject matter experts who has been working in software and product development since many years. They have proven track of creating business and growing a business.

GLAD Advisors are very well known thought leaders from real industry, academical world, both commercial and technical influencers who can be seen in the team section of this whitepaper.

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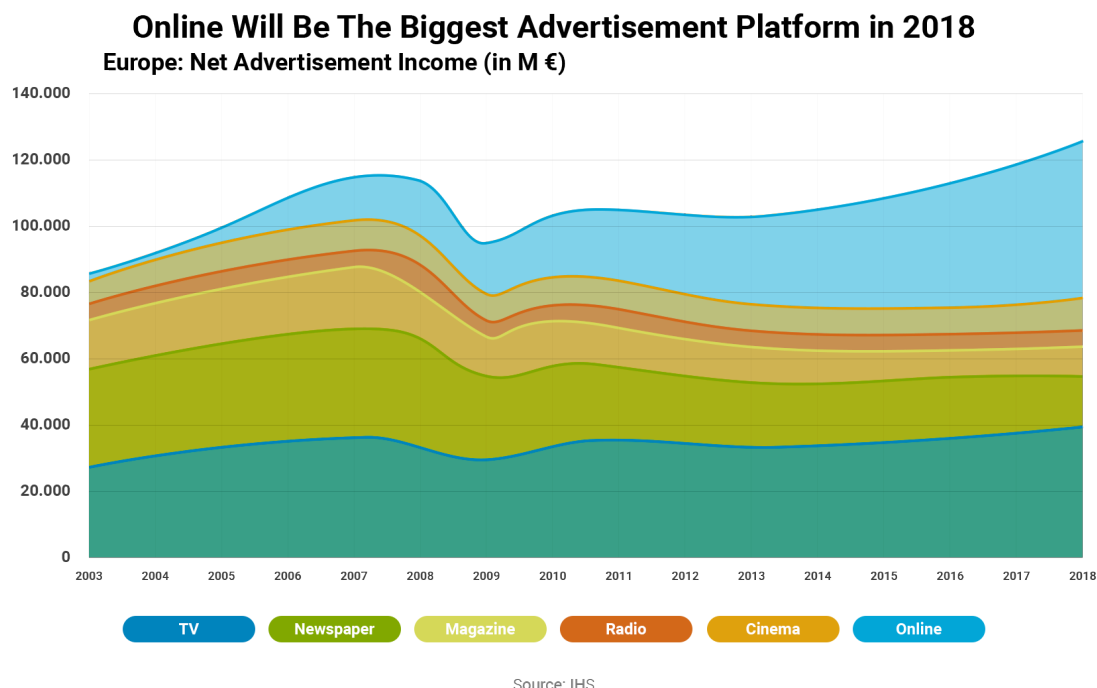
1. Introduction

“Business is Innovation and Marketing”, says Peter Drucker. Although marketing has many elements, Advertising is considered as the most important and the costliest of them. It can be concluded that, without Advertising, Marketing is not complete and without Marketing, the whole business is nothing.

In today's world, everybody can easily agree on the power and impact of Online advertising over the Business.

According to the reports, Online Advertising is getting more and more share of the whole advertising market, every year. Roughly, the percentage of the share increases 10 points compared to the previous year. In 2018, the share will be more than 40%.

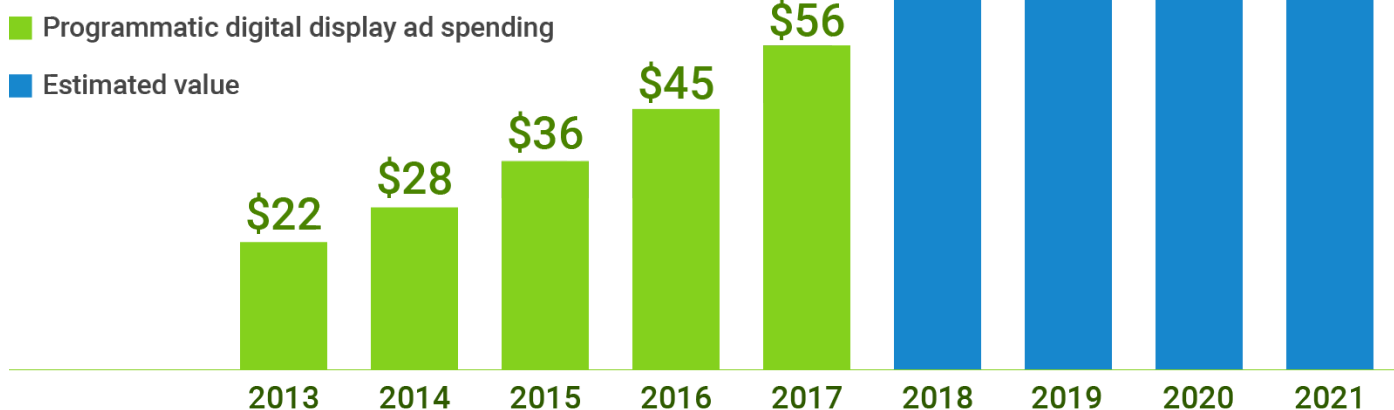
After stating the importance and progress trend of the Online Advertising, now we should consider the effectiveness of the Online Ads. As every business we do, we must always chase for the best product, the best suitable process, the best price, the best target, the best timing. These parameters can be increased of course.



The best possible way of Online Advertising is the Programmatic Approach which provides us with the best options for the advertising.

Online Will Be the Biggest Advertisement Platform in 2018 (B \$)

Programmatic Digital Display Ad Spending Worldwide, 2013-2021



GLAD is a DSP (Demand Side Platform), DMP (Data Management Platform) and SSP (Supply Side Platform) combined, holistic programmatic Ad platform which is designed by cutting edge technology to fulfill all needs of the industry. That's why we call GLAD as Holistic and Disruptive Product.

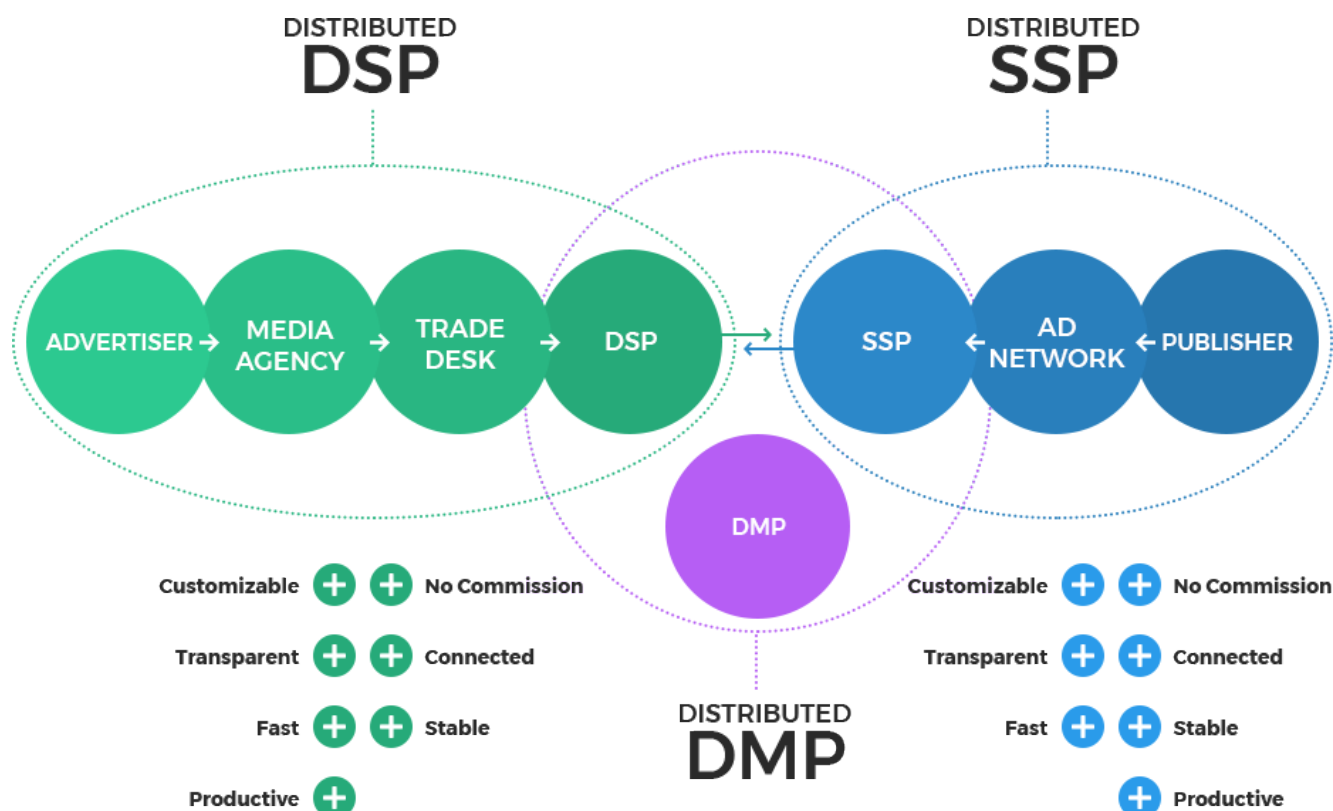
We strongly believe and take into consideration that Blockchain Technology is the "Next Big Thing" for Information and Communication Industry which is going to impact and disrupt almost all domains.

Although Blockchain technology has lots of features and advantages, in GLAD we will mainly use and get benefit of its transparency and reliability. One of the biggest pain points of Programmatic Advertising is the lack of transparency and reporting. By introducing Blockchain Technology in GLAD, we will be able to provide the customers with the transparent, real time, reliable, accurate reporting on their advertising campaigns by including prices, performance and improvement areas which will help to improve the campaigns and their effectiveness.

By this way, ROAS (return on ad spend) is controlled and optimized in intelligent way.

The details on how Blockchain Technology and the GLAD are used will be explained in the following sections of this whitepaper.

2. What is GLAD?



GLAD is a ERC20 based token which will be used in GLAD platform for Online Advertising. We are building a holistic, distributed advertising platform based on blockchain. GLAD offers to buyer and seller side advanced DSP, SSP and DMP platforms which will work on all devices.

With full-stack DSP platform GLAD do not address only advertisers rather it addresses all buyer side such as media agencies and trade desks and do not exclude them in programmatic advertising circle. We are developing a full-stack DSP platform for all buyers so they can get their own advanced DSP and reach millions of publishers directly. Distributed DSP allows to minimize cost of buyers by removing commission fees between buyer side players such as advertisers, media agency and trade desks. With Distributed DSP buyers can get full transparency of advertising ecosystem to track their spendings.

GLAD full-stack distributed SSP platform to publishers and ad networks to manage their inventories and achieve maximum revenue from their ad spaces. Publishers who has high traffic and ad networks can get their own SSP platform with full transparency to monitor performance of their inventory. Distributed SSP brings publishers and advertisers together directly. They can reach advertisers with preferred deals and manage inventory with rules such as setting price, blocking rules...

3. Why GLAD?

As technology developed, like all habits; the methods of digital advertising has changed in terms of displaying, selling and purchasing. Advertisers explored the new features and advantages of Digital Platforms and has been moving from traditional to digital as they experience the benefits of the new advertising era.

Programmatic advertising enables the companies to share their brand messages more effectively and more focused with high returns. Programmatic achieves this with its ability to use multi-channel platforms where many SSPs(Supply Side Platform) are integrated and where Big Data is highly utilized which provides transparency for smart selling and purchasing.

Pain Points That GLAD Addressess

Pain Point 1: Non-Accurate Reporting

One of the biggest problem in Online Advertising is inaccurate and unreliable reports which are even prepared unethically. This leads a lot of extra work for reconciliations of existing campaigns, and control and planning of new campaigns.

Naturally, this creates a negative perception on advertisers against Online Advertising.

Solution: Accurate and Real Time Reporting

GLAD provides advertisers with accurate and reliable reporting by the help of Blockchain technology. With richer and transparent reports of GLAD, advertisers will be able to analyze campaign performance in terms of ad-based, ad-space-based, website-based. What is most important and beneficial regarding these reports is, all analysis and monitoring can be done in real time.

Real time action is very useful for fine-tuning of the ongoing campaigns. GLAD solves the reporting issue with its technology.

Pain Point 2: Risk and Reality of Fraud

As almost in all business, there is a fact of Fraud in Online Advertising too.

Fake traffic (bots, not shown ads, fake sites etc.), malwares, unauthorized or stolen content are the most known fraud methods.

Although there are some fraud detection and prevention methods, they are mostly manual, time consuming and requires human intervention which results in errors and inefficiency in the process which means loss of time and money.



Concerns About Digital Media Buying/Planning According to US Media Agency vs. Brand Marketing Executives, April 2016

% of respondents

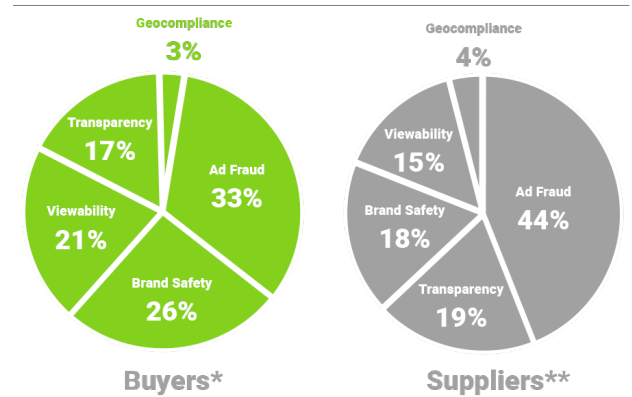
	Brand marketers	Media agency
Click fraud	78%	63%
Bot traffic	78%	59%
Viewability	71%	70%
Ad blocking	60%	40%
Conflicting audience data	57%	52%
Control over content environment	57%	52%
Lack of audience data	49%	52%
Consumer privacy	49%	27%
High-frequency exposure	27%	47%

Note: among those with digital media decision-making responsibilities; responses of 8-10 on a 10-point scale

Source: MyersBizNet, "Survey of Advertising and Marketing Executives on Media Effectiveness" as cited by MediaVillage, May 2, 2016

Most Important Media Quality Indicator According to US Digital Media Buyers* vs. Suppliers**, Nov 2014

% of respondents



Note: *includes agencies, brands, marketers and trading desks; **includes ad networks, DSPs, exchanges, publishers and SSPs

Source: Integral Ad Science, "2014 Year-End Survey," Dec 23, 2014

Source: eMarketer.com

Solution: Advanced Fraud Detection Algorithm

GLAD has advanced Fraud Detection Algorithm which works automatically to detect frauds on Online Ads. Briefly, it checks SSP, ad traffic, user actions and IPs, which prevents traffic coming from bots.

In addition, by the use of Blockchain, with the real time and transparent reporting, any potential fraud case can be controlled and prevented in a smart way.

Pain Point 3: Non-Transparent Structure of RTB

In RTB (Real Time Bidding) process, price and bid results are not transparent to the advertisers which causes trust problems over RTB.

Solution: Bid Tracking

Advertisers will be able to see the bid prices on RTB for a specific offer for any publisher and site. Won and lost bids, purchased spaces are seen transparently, which is helpful for next bids and campaign optimization.

Pain Point 4: Problem of Reaching the Real Target Audience

One of the biggest problem of advertisers is reaching the real target mass. If the ad cannot reach the real target, it can be considered as a failure and loss of money.

Solution: Advanced Targeting Tools

GLAD has massive targeting features and advanced targeting options to reach the target mass. Targeting features and options will be explained in detail in the following pages.

Briefly, GLAD provides targeting algorithms based on geographical, time, technology, CTR, ad visibility, ad position, word targeting, interest targeting, product category, page category and retargeting.

Pain Point 5: Problem of Accessing Wide SSP Networks

Advertisers are willing to reach wide SSP Networks and inventories. They also want to know about websites reached via SSPs. The wider the SSP Network; the better and high performer the campaign.

Solution: Integration to Wide SSP Networks

GLAD is integrated to many SSPs working with RTB (Real Time Bidding). This means, the online ads can be published in a wide network globally. Real time reporting will present every detail of SSP, publishers, website, page etc.

Pain Point 6: Problem of Low Conversion Rates

Main purpose of advertising is to get Conversions (success rate of a digital ad). The success of an Online Ad campaign is not the number of impression or number of click, but the number of sales through that specific online ad campaign. The real target is not only to show the ads but to have high amount of conversions. Therefore, all advertisers aim to get high conversion ad spaces. So, conversion targeting is a very important issue.

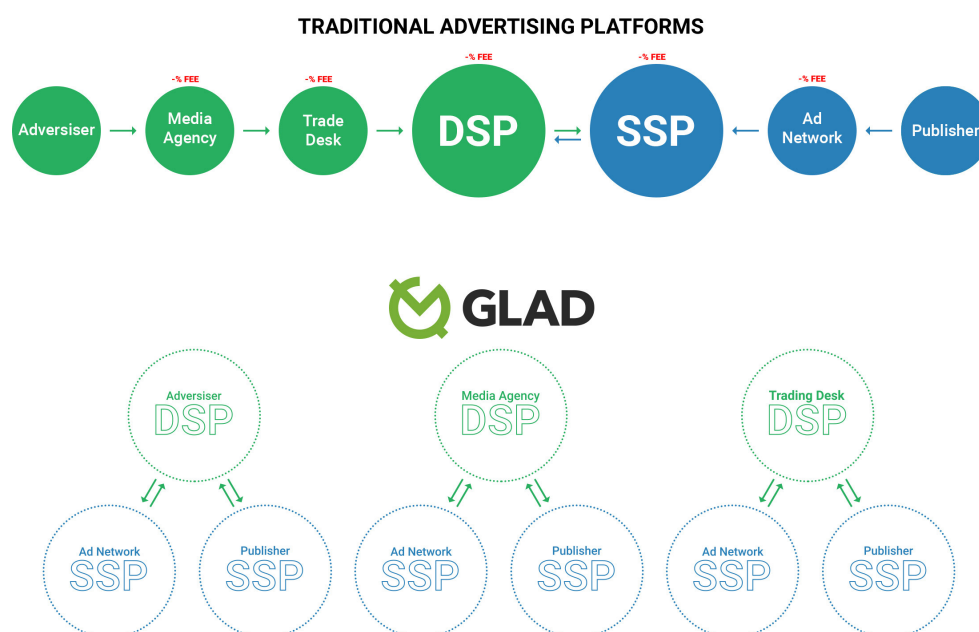
Solution: Advanced Conversion Targeting Algorithm

GLAD provides an advanced conversion targeting algorithm which enables advertisers to target high conversion ad spaces.

4. GLAD Key Features

How will DSP and SSP Work on Blockchain ?

The blockchain technology is the solution to deliver full transparency and security of the programmatic advertising cycle. As already known, the growing size of the blockchain is an issue, all data can not be stored in a blockchain in raw format. Because of this, all events about ads, like impression, click etc. will be archived in advertisers' and publishers' panels which will be more secure and hash of these events will be sent to the blockchain with payment. By this way advertisers and publishers can see reports transparently and will cross-reference hash values with the ones in the blockchain for controlling their payments and revenue.



Programmatic Purchases with Distributed DSP DSP

Distributed DSP aims to perform Online Ad and Programmatic Process using a token called GLAD. With integration of high number (more than 100) of SSPs (Supply Side Platform), GLAD promises advertisers to reach millions of publishers all over the world.

DSP will provide transparent, real-time and reliable reporting by the help of blockchain technology and will enable advertisers to monitor and enhance their campaigns to get the maximum benefit of Programmatic. Campaign performance will increase by reaching real target mass and by using resources in smarter way.

Maximum Benefit with RTB

RTB is the basis of GLAD programmatic ad purchases. RTB (Real Time Bidding) infrastructure and integration provides advertisers an open bidding process where offers and ad spaces are evaluated in real time and the best offer wins the bid and the ad is published. Offer optimization, target selection, price adjustments are very important and should be studied very carefully. GLAD provides the best algorithms and system to get maximum bid performance.

Worldwide Access

Integration with SSPs are very crucial to reach highest possible inventory worldwide. GLAD will be integrated with hundreds of SSPs.

Easy to Use

Performance Control - Tracking All Campaigns on a Single Page

Distributed DSP has very enhanced tools which makes it a very user-friendly platform. On a single page, user can see and update all campaigns and all details like clicks, cos; information about SSP, website, URL, cost per website etc. This enables advertisers to monitor campaign performance.



Advertising on All Platforms

GLAD works on all channels like Web, Mobile and App platforms.



DESKTOP



MOBILE



APP



WEB

Advanced Inventory Targeting Options

One of the most powerful part of DSPs is inventory targeting tools. Distributed DSP has advanced inventory targeting options which enables advertisers to target very specific users. Below these options are listed and explained.

Inventory List Targeting

Distributed DSP has a mechanism of whitelist/blacklist for websites which makes possible to block unwanted ad spaces and websites.

Website Targeting

Distributed DSP users can identify the target website for their Online Ads.

Application Targeting

Distributed DSP users can iden Distributed DSP users can define application and application category targets for iOS and android platforms. tify the target website for their Online Ads.

Page Vertical Targeting

Distributed DSP users can define targets based on page categories.

URL Rules

Distributed DSP users can even target sub-URLs of a website and words in those URL names to target more precisely.

Real-Time Reporting

Distributed DSP provides its users with very enhanced, detailed real-time reporting. These reports include info like target, CPC (cost per click), CPM (cost per mille), conversion and budget.

Advanced Targeting Options

Distributed DSP is equipped with several advanced targeting options which make GLAD unique in its class. Below are the details of those advanced options.

Geographic Targeting

Distributed DSP users can target county, region, city and district to show their ads.

Frequency Capping

Distributed DSP users can define the frequency of displaying an Ad to a specific target.

CTR Targeting

Distributed DSP users can define CPM value to be achieved in a specific Ad space and accordingly target those spaces.

Time Targeting

Distributed DSP users can define date and time intervals for a specific Ad.

Ad Position Targeting

Distributed DSP users can define the position of Ad to be displayed in a page.

Keyword Targeting

Distributed DSP users can define keywords that are included in a page and can target those pages.

Contextual Targeting

Distributed DSP users can define pages/contents related to their ads and target those pages and spaces.

Interest based Targeting / Audience Targeting

Distributed DSP allows to reach right audience at the right time by using interest based targeting. Users can find people who are really interested in your advertisement, product or your message on your ads with advanced audience targeting.

Hyperlocal Targeting

Distributed DSP users can define coordinates and neighborhood to be targeted for their ads. This feature is very innovative and useful feature among all other targeting options.



Technical Targeting

Distributed DSP users can define targets based on some technical information like Operating systems, browser types, device types, languages, display resolution, connection speed etc.



With technical targeting, DSP users can reach targeted audience by the technical way.

OS Targeting

Users can target visitor who uses targeted operating system or they can exclude them.

Browser Targeting

Advertisers can target visitors who use different browsers and browsers version. For example, they can create campaigns for only “chrome” users or they can exclude them.

Device Targeting (Brand and Model)

Users can create campaign according to devices and device models so they can reach targeted device owners.

Screen Resolution Targeting

With resolution targeting, DSP users can reach visitors who use different screen resolutions.

Browser Language

Users can target visitors who use different languages on browsers.

CSP(Communication Service Provider) Targeting

Users can target different operators all around the world to publish their campaigns.

Conversion Tracking and Targeting Algorithm

GLAD has an advanced conversion tracking and targeting algorithms which enable users to identify ad platforms with high conversion rates by checking lead and installs and to target those platforms for upcoming ad campaigns. As a result, the campaigns created with previous conversion rates, become more effective and successful.

Visitor Segmentation and Retargeting

GLAD provides retargeting feature which enables advertisers to track their visitors and retarget them for their ads.

Advertisers can use Tracking Pixel and Data Pixel tools to segment their visitors and to collect their own data to use in the following campaigns.

Those data can be used for retargeting of old visitors. Retargeting is known to be a very powerful method of Online Ad process.

GLAD aims to create dynamic retargeting feature which will leverage power of retargeting.



Second Price Algorithm

DSP supports second price algorithm of Programmatic Ad.

Second price algorithm: Each advertiser places a bid for the ad slot without knowing other advertisers' bids. The bids are sorted by higher to lower. The highest bid wins the auction but pays the second highest bids value.

Data Management Platform - Distributed DMP

The distributed system has also a DMP function. DMP enables website owners to collect user data and reuse, monetize those data. The data collected by the distributed DMP platform is used by DSP for targeting options.

DMP has of 2 main components. First component creates pixel and segments and then collects data. Pixel code generated by DMP is activated in a website to start data collection. Pixel code can be generated both for each site separately and for generic for all sites.

After collecting data by pixel code, those data should be segmented by using rich segmentation features of distributed DMP.

Second main component of the DMP is the screens that segments are displayed and are made available for sale (data monetization). This screens shows unique visitors and segment prices are defined and data is made ready for use and to sell. Moreover, usage of data and generated revenue by this data can be monitored through these screens of DMP.

It is planned to integrate with other data provider platforms other than DMP in order to increase the targetable data. Ready data sets can be purchased from the DSP interface and spendings for data will be monitorable with transparent reporting.

SSP Key Features

Managing inventory with SSP

GLAD offers to publishers and ad networks a distributed SSP platform to manage their inventory with advanced features. They can get their own SSP platform, add their web sites and ad spaces quickly with easy use interface. SSP allows to generate revenue depending on impressions. SSP offers cost advantage and private marketplace with preferred deal feature. Sellers can reach advertisers directly without middlemen.

Revenue Management

Distributed SSP provides detailed revenue tracking for your web sites or ad spaces and fast optimizations according to performance.

Multichannel Infrastructure

With multichannel infrastructure publishers and ad networks can publish ads on their web, mobile and in-app inventory.

DSP Integration

With the SSP platform Glad allows publishers to publish ads from different Distributed DSP platforms.

Transparency

Distributed SSP offers publishers and ad networks full transparency to monitor performance of their inventory and revenues.

Preferred Deals/ Private Marketplace

With deals Distributed SSP allows to publish ads on sellers' inventory at a fixed price and make profitable deals for high performing ad space with advertisers or advertising agencies.

Price Rules

Sellers can set the floor price for their ad spaces so that ads under this price do not run.

Blocking Rules

With blocking rules publishers will have an option to accept or decline bids from advertisers. They have full control over what ads appear on their site.

Category Identification

Ensure to publish ads that in the category you want in the ad space.

Video ad Rules

Publishers can create rules for their ads for video inventory, such as ad skips, ad duration and ad position.

5. Blockchain Adaptation

Why Blockchain?

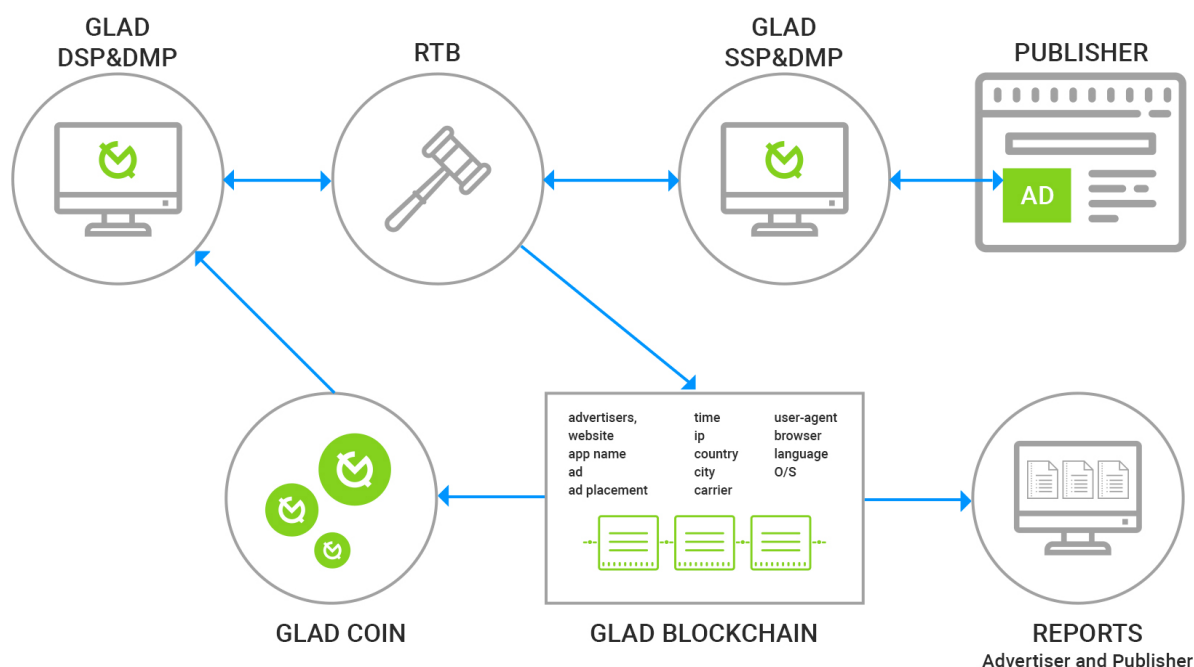
Blockchain technology addresses solution to the biggest pain point of Online Ad business which is lack of transparency and trust between advertisers and publishers. As GLAD Team we think that by use of Blockchain technology, this biggest pain point will be resolved in a very efficient and effective way.

What is GLAD Blockchain?

Providing Transparency

GLAD Blockchain will be created and used to provide transparency. The main function of this block-chain is to keep all impression, click and event hashes produced in the platform during the process and to provide those data for reporting purposes.

Dataset which will be kept on the logs are intended as followings : advertisers, website or app name, ad, ad placement, time, ip - (country, city, carrier), user-agent (browser, language, operating system). These list can be changed if needed or can be increased by other parameters.



Each advertiser and publisher will be able to reach their own reports by the reporting tool provided by GLAD platform. Reporting tool will be open source and if needed and wanted, users of the GLAD platform can produce their customized reports.

6. Token

Token Production

GLAD is a ERC20 based token. 1 Billion GLAD token is produced. It is fixed and cannot be mined and reproduced.

Maximum Supply	1,000,000,000
Tokens Available for Crowdfunding	300,000,000
P2P Port	27,111
RPC Port	27,112
Block Time	60
Difficulty Adjustment	Every Block

Token Usage

Advertisers will use GLAD token to create and publish their campaigns.










Advertisers will define their campaign budgets from GLAD GUI. Total budget and CPM prices (1000 impressions =1 CPM) to be used in RTB will be defined on that GUI. Right after each impression, cost will be calculated by second price algorithm and will be deducted from advertiser and will be transferred to SSP accounts.

If advertiser used DMP(data), additional cost of data usage will also be deducted from advertisers account and will be transferred to data owner's account.

GLAD token can be earned by every party who open their own data for usage of the others. Data owner will define its own price (in terms of 1 CPM). Advertisers will evaluate the price of data and will decide whether to use the data or not. In case of impression, the data usage fee will be transferred to data owner's account.

Publishers will define the prices for their ad spaces in terms of 1000 impressions by GLAD token. Ad impressions will be done through RTB, if successfully published, publishers will get the corresponding tokens into their wallets.

7. Roadmap

- 
STAGE 1 - Research *2017 August - December* ✓ COMPLETED
 Existing DSP and DMPs are investigated. Pain points are identified. Blockchain features are studied. How blockchain can help is defined. Token platform is searched and decided.
- 
STAGE 2 - Team Creation, Whitepaper *2017 December - 2018 April* ✓ COMPLETED
 Team is formed, Whitepaper is written, Token is created.
- 
STAGE 3 - Alpha Test for DSP *2018 July 02 – August 31* ✓ IN PROGRESS
 Alpha testing process for DSP. Improvements and developments will be done as they arise.
- 
STAGE 4 – Private Pre-Sale *2018 July 15 – September 15* ✓ IN PROGRESS
 Before initial token offering, investors can be able to invest in GLAD Token with private invitations or through referral program.
- 
STAGE 5 - ICO (Initial Coin Offering) *2018 September 16 – October 31* ✓ PLANNING
 GLAD Token will be available to the general public to buy/invest.
- 
STAGE 6 – DSP Beta test / SSP Alpha Test *2018 September 01 – September 20* ✓ PLANNING
 Beta test for DSP will be completed, Alpha test for SSP will be completed.
- 
STAGE 7 - Development Phase Beta *2018 September 20 – October 15* ✓ PLANNING
 DSP, DMP and SSP platforms will be designed and developed.
- 
STAGE 8 - Openin Public Beta *2018 October 15 – November 01* ✓ PLANNING
 GLAD Project will be presented to public use. Performance uptades, improvements and fixes will be implemented if necessary.
- 
STAGE 9 - Going Live *2018 November* ✓ PLANNING
 GLAD Project will be available to everyone.

8. Private Pre-sale

The development of GLAD will be funded with the private pre-sale.

The private pre-sale dates will be announced on our website, hard cap is 50,000,000 GLAD.

Quantity	Price(Satoshi)	Bonus Rate
50M	500	200%

The private pre-sale will be done at the website <http://www.glad.network> and platforms will be listed at the website.

Please check out website for more information about private pre-sale.

9. ICO

The development of GLAD will be funded with the ICO.

The ICO will start on July 2nd and will end on August 31th or when the hard cap of 250,000,000 GLAD is reached.

The crowdsale participation will be with BTC, ETH.

Quantity	Price(Satoshi)	Bonus Rate
50M	750	100%
50M	900	66%
50M	1050	43%
50M	1250	20%
50M	1500	0%

Tokens will be immediately transferrable after the ICO or when the hard cap is reached.

The ICO will be done at the website <http://www.glad.network>

Please check out website for more information about ICO.

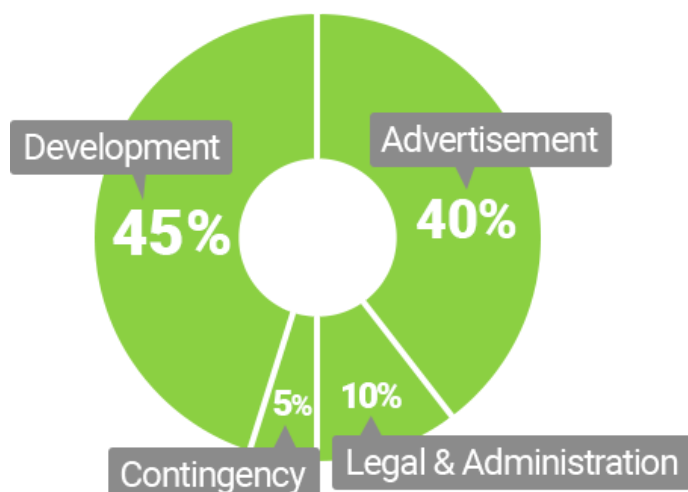
Budget Allocation

Development: 45%, will be spent for the core GLAD development team for preparing necessary tools.

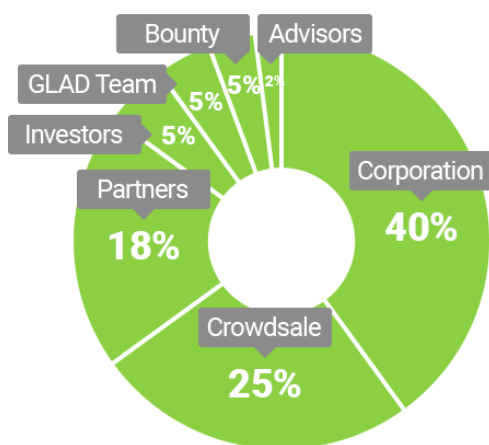
Advertisement & Marketing: 40%, will be used for advertising of the product for finding more advertisers and creating a steady ad supply.

Legal & Administration: 10%, will be paid for legal and administrative situations.

Contingency: 5%, will be available for unexpected situations.



Token Allocation



25% of the tokens will be available for sale to the public.

75% is divided as:

40% GLAD Corporation

5% GLAD Team

20% Partners

2% Advisors

3% Bounty Program

5% Investors

Bounty Program

3% of the tokens are intended to be used for Bounty Program.

12,500,000 GLAD Token is reserved for social network campaigns.

17,500,000 GLAD Token is reserved for new bounties.

Please use our bounty page, <https://www.glad.network/bounty> to claim bounties.

10. Team

Advisors



Andrea Febbraio 

GLAD Advisor

Co-Founder Teads.tv (bought by Altice for \$308 million)
Università degli Studi di Napoli Federico II

Andrea Febbraio is an Italian entrepreneur, writer, professor, and investor. He is the founder of PromoDigital, a company he later sold for four times its revenues after two years of operation. Febbraio also co-founded Ebuzzing (now known as "Teads"), a video adtech company he led from startup to \$100 million in revenue after four years of operation.

Febbraio began his career working at internet platform and digital media agencies during the dot-com boom in the 1990s. He is an economics graduate and became a business school lecturer in 2010. Febbraio is the former CEO of PromoDigital, an online advertising company he founded in 2008. The company was the first buzz marketing platform in Italy and was sold two years later to the Wikio Group, Europe's top blog ranking service.

Febbraio is the co-founder of Ebuzzing (now known as "Teads"), a video adtech company he launched in 2010. The company creates video advertising for companies and is credited as the creator of "outstream video." The company had revenues of \$67.5 million in 2013, operating in the United States, Latin America, Europe, and Asia. Ebuzzing has created campaigns for major brands that includes Heineken, Acer, LG, and Evian. The content it creates is distributed through 20,000 media, websites, social media sites, and mobile apps. Febbraio remained with the company as the vice president of sales through 2014 when the company's revenue topped \$100 million for that year.

Febbraio's expanded his career to encompass that of an educator in 2010. He is a senior lecturer at SDA Bocconi School of Management and LUISS Business School where he teaches M.B.A. students. He is also a professional speaker, previously speaking at events such as the Cannes Lions International Festival of Creativity, Social Media Week, I Strategy, and IAB Forum. His investing career is that of an angel investor as well as a partner in the venture capital firm Adriadne Capital.

As a writer, Febbraio has published two books. The first is Buzz Marketing Nei Social Media, a business book about buzz marketing in social media that was published in 2009. In 2014, he co-authored Viral Video: Content is King, Distribution is Queen along with Dario Caiazza and Umberto Lisiero.



Aydın Çamlıbel 

GLAD Advisor

Vice President - Sales, Bein Media Group
Technische Universität Darmstadt

30 years experience in telecommunication sector, Siemens, Telsim, Vodafone Turkey and Turk Telekom Group.

(1983) Aydın Çamlıbel got a degree from the Darmstadt Technical University. He worked as an engineer, Cable TV Manager, and Access Network Manager at Siemens where he worked for more than 16 years.

After joining Telsim (now Vodafone) as Investments Coordinator, he subsequently worked as the Marketing and Regulations Coordinator and then became VP Sales&Marketing. Aydın Çamlıbel joined Türk Telekom in 2007.



Jun Hao

GLAD Advisor

Huobi Exchange Community Ambassador, Serial Entrepreneur Singapore
ICO Consultant | ICO Advisor | Cryptocurrency Expert

Consulted for more than 10 ICOs. Over 25,000 followers on different platforms. Passionate about Cryptocurrency and the underlying technology, blockchain. Deep understanding of the cryptocurrency market. Amassed over 17,500 followers on Telegram (<https://t.me/CryptoAnalysisTM>)

One of the ICO (Kinguin.io) that he was very involved in crafting the whitepaper as a technical advisor, won the "Best ICO of year 2018" at the Berlin Summit at the Cryptocurrency World Expo.

He is also working closely with huobi exchange (one of the top few exchange globally) to help increase the size of their global community.

He has helped grow various groups to approximately 20k-30k in size, including, BTU protocol, Lendo, AgentNotNeeded, Axens, Kinguin's Telegram groups. Build a total community of more than 150,000 across multiple ICOs.

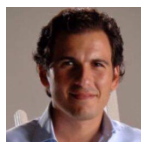


Brian Wu

GLAD Advisor

Senior Bigdata Architect, JP Morgan
New Jersey Institute of Technology

Brian Wu has over 16 years extensive hands on experience on design and development on Blockchain, Big data, Cloud, UI, System infrastructure. He has been worked for top investment banks as lead architect for many years. He is a coauthor of 'Seven NoSQL Databases in a Week'. As technical reviewer, he reviewed over 40 computer technical books for packtpub and hold more than 20 IT professional certifications. He is currently focusing on blockchain application design and development. Also serve as board advisor for several blockchain startup companies.

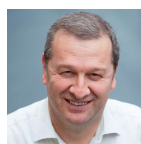


Rifat Elhade

GLAD Advisor

Serial Entrepreneur, Investor Business Development Director
University of Leeds

He was born in 1975 in İstanbul. After graduating from Leeds University Textile Management in England, he started his career in New York. Following his return to Turkey after the W Collection brand, the founder and general manager of Vakkorama general manager, He led the initiative abroad for new business development and brand at Vakko Holding group. He has been active in social responsibility projects as well as brand investments such as TOMS and Folli Follie.



İsmail Hakkı Polat

GLAD Advisor

President at Digital Transformation Association
Middle East Technical University

İsmail Hakkı Polat graduated from The Middle East Technical University Electrical & Electronics Engineering Department in 1989. In his professional carrier, he mainly worked in the globally leading telecommunications companies such as Siemens, Nortel, Ericsson and Turkcell in different positions ranging from engineering to executive management.

Since 2004, he has been lecturing on New Media at Kadir Has University as well as setting up the new media services of local media conglomerates such as Dogan Holding, Merkez Broadcasting & Publishing Group and Ciner Media Group as an active consultant. He also works for BBC Media Action as a freelance consultant during the preparation of New Media Journalism Curriculum in Baku Slavic and Baku State Universities.

Polat is the founder of the first New Media University Department as well as the Founding President of The Digital Transformation Association in Turkey further to his course module authorship for Mobile Journalism at Open School of Journalism in NYC. He has a column in Bloomberg Business Week Türkiye where he shares his opinions on new media, digital transformation and cryptocurrencies on a weekly basis.



Thomas Brill

GLAD Advisor

Vice President Board of Directors at Ventura Digital Solutions
Certificate in Management and Marketing at MMB

Thought leader, ignites staff and customer engagement, develops and deploys ambitious sales strategies to capture attention and sharpen the competitive edge.

Democratic, ambitious and resilient sales hunter, stimulated by high targets, raising market share and fortifying the brand to optimize business development. Innovative, develops compelling proposals, delivers enticing solutions. Inspiring and empowering leader maintains poise and calm in challenging and uncharted environments. Assertive communicator and avid listener, interacts effectively with all cultures and positions.

20+ years of experience in sales, business development of hi-tech products and services. He worked as executive for global technology companies such as Telit, Mobilcom, Orga Systems.


Team



Murat Yanıklar 

GLAD Team
 Ceo & Co-Founder
Anadolu University



Ali Gökhan Yalçın 

GLAD Team
 Vice President
Uludağ University



Vladimir Cambur 

GLAD Team
 Senior Systems Administrator / Security Expert
Uludağ University

Vladimir is a self-motivated person also encourages his colleagues as well. He has a strong technical background and is able to digest and learn the various solutions to become an expert. He plays active role to grow business in his region also with strong relationships.

Years of experience on Unix/Linux platforms and among the early adopters of Cryptonote and Forknote blockchains. He follows blockchain technologies and crypto currency world since the beginning with a very close eye.



Esra Ocakçı 

GLAD Team
 Project Manager
Kyrgyzstan Turkey Manas University

She has over 6 years of experience in Project management of online advertising platforms DSP, SSP and DMP with RTB infrastructure. She has managed all developments, interfaces, user experiences, navigation and integrations with other platforms.

She manages all the development processes, planning interfaces and algorithms to create a distributed DSP, SSP and DMP platform with the team members of GLAD.



Abdullah Çakmak 

GLAD Team
 Chief Architect, IT
Istanbul Technical University

Over 10 years of experience working in web programming with php / nodejs. As GLAD's Chief BT Architect, his main role is designing a distributed blockchain based DSP, SSP and DMP network.

Previously, he was software development manager at THEADX.com, where his responsibility was creating and maintaining the RTB based DSP platform with advanced targeting tools.



Seren Gürbüz 

GLAD Team
 Research & Development Specialist
Uludağ University

She is working as Research & Development Specialist in GLAD. She carries out researching processes of development steps and creates task templates for the team. She also prepares frontend testing scenarios and manages all operational processes with Professional approach.

Previously she had worked as R&D Specialist in THEADX Project, which is a DSP solution with RTB technology and advanced targeting options.

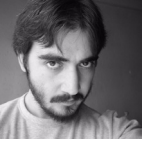


Çağla Kaymak 

GLAD Team
 Marketing & Community Manager
Marmara University

Entrepreneurial spirit with a passion for building productive relationships with clients, partners and team members. Versed in all aspects of marketing campaigns from concept development to execution and launch. Eager to help the company achieve its goals.





Metin İşci

GLAD Team
Senior UI / UX / Graphic / Web Designer
Bilkent University

Experienced Designer with a demonstrated history of working in the internet industry. Skilled in PHP,WordPress, XHTML, jQuery, and Mobile Applications. Strong arts and design professional with aBachelor of Science (B.S.) focused in Computer Technology and Programming from Bilkent University.



Mustafa Kemal Uğurlu

GLAD Team
Lead Developer - Blockchain Development
Marmara University

Mustafa Kemal has Lead Blockchain Developer role at GLAD.network and he has 22 years of programing experience in different languages and platforms,(java, c, c++, c#, javascript, python, ruby, scala, swift, delphi, pascal).



Sefa Alemdaroğulları

GLAD Team
Lead Developer - NodeJS, Php, Backend - Frontend Developer
Bilkent University

Worked in several steps of different Advertisement projects with PHP and Node.js both in front-end and back-end. Completed integration tasks of DSP, SSP and DMP structers for different platforms.



Emre Baskın

GLAD Team
Developer - NodeJS, Php, Backend - Frontend Developer
Kocaeli University

Previously, he had worked in a push notification project, and also spent hours in data mining and segmentation. He is currently working on data management issues of different projects. He is coding with PHP and Node.js regularly.



Mehmet Kirkoca

GLAD Team
Developer - Php, Frontend Developer
Ankara University

Mehmet is a web developer with +5 years of experience, responsible for managing the interchange of data between the server and the users. He is also responsible for integrating the front-end elements into the web applications.



Hasan Yıldız

GLAD Team
Developer - Php, Frontend Developer
Anadolu University

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