

# MLG Blockchain Corporate Press Kit

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# Who We Are

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MLG Blockchain is a global consulting and development agency that builds solutions using blockchains and smart contract technology. With headquarters in Toronto and New York and other offices worldwide, MLG has activated a passionate network of over 100 blockchain developers, innovators and consultants in North America, Europe and Asia and will host over eighty events worldwide in 2018.

The expanding global presence of MLG will solidify its presence as an industry leader. MLG is a blockchain agnostic firm with expertise that covers all aspects of the ecosystem. Our years of industry experience and international network will accelerate your understanding and implementation of blockchain technology to stay competitive.

# What We Do

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Since 2016, MLG Blockchain has consulted on over \$160 million in token sales, bringing blockchain enterprises from their nascency into global organizations. From token development and marketing to building next-generation blockchain applications, the MLG network can rapidly mobilize to see your blockchain innovation through from beginning to end. As a blockchain agnostic consulting firm, MLG will support your development with experience in multiple blockchain fabrics.

# How We Do It

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MLG Blockchain provides a turn-key approach and can walk you from the whitepaper, explainer video and website to funding for a global integrated digital marketing campaign, enterprise partnerships for real world usefulness, the crowdsale contract and security audit, liquidation to pay your team and listing on leading exchanges.

We are blockchain agnostic and are experienced working with many blockchain fabrics including the Bitcoin Blockchain, Ethereum, Hyperledger, Ripple, Factom, Eris. We are also experienced working with many blockchain development APIs, software frameworks, databases, and devOps tools for testing and agile development.

# Our Capabilities

## PRE/POST ICO CONSULTING

Token Sale Marketing Campaigns  
Public Relations & Community Building  
'Always-On' Social & Email Strategy



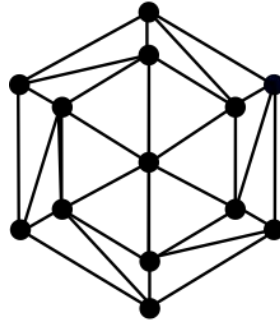
## ENTERPRISE & GOVERNMENT CONSULTING

Blockchain Adoption Strategy and Roadmaps  
Executive & Developer Education  
Gold Standard Certification & Training



## TECH & PRODUCT DEVELOPMENT

Blockchain development and implementation  
Smart Contract Creation & Audits  
Token Architecture & Deployment  
Product and Web Design & Development  
Technical Staffing



## IR & ADVISORY SERVICES

Broker Dealer Capabilities (One of first in world)  
Access to MLG Investor Network  
Investor Relations  
Mergers & Acquisitions



## FINANCIAL GROUP

OTC Market Deals  
Crypto Asset Management  
Ventures



## INNOVATION & GROWTH

Scaling Existing Businesses  
Entering New & Expanding Markets  
Grow Partner & Service Provider Network



# Key Stats

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**Talent Growth** - 4 to 80 employees in 1 year (August 2017 to August 2018)

**Funding** - 0 funding as profitable since day 1 (pre-series A company)

**Gender** - 80% male, 20% female

**Number of Clients** - 22 Clients

**Dollars Raised By Clients** - 162M+

**Daily Website Traffic** - 400 Uniques

# MLG Video

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## Link On Website

<https://mlgblockchain.com/about-us/the-mlg-story/>

## Video Download

<https://www.dropbox.com/s/9w51hku3zl3xf0j/Round%2011%20-%2060%20Second%20%28American%20Airlines%29%20%28FIX%29.mp4?dl=0>

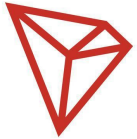
# Client Experience

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## Coral Health

Secured, shared access to medical records to support hospital information systems and pharmaceutical trials.



## TRON

Decentralized content-sharing protocol used to support media across distributed networks.



## LaLa World

Single sign-on platform revolving around bridging the gap between cash and the digital world.



## Veracity

Network designed to streamline digital advertising and compensate content creators based on network effects.



## DCC

Decentralized credit protocol providing loans, interest payments and secure smart contracts to users of the network.



## Kinesis

Gold backed and yield bearing asset based by blockchain network, powered by Allocated Bullion Exchange (ABX).



# Enterprise Case Studies



## Opportunity

Recruited as expert blockchain developer on expat team in Jakarta.

## Primary Success

Designed and architected payment management system to power network of Asian Banks.

## Result

Currently being integrated and tested with legacy banking infrastructure.



## Opportunity

Recruited to lead blockchain development for a proof of concept product.

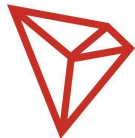
## Primary Success

Designed, architected and developed ethereum and bitcoin wallet, blockchain explorer, exchange from the ground up.

## Result

CIO of the USPS is now championing the adoption of the product.

# Client Case Studies



## Primary Success - Post-ICO Client

Market cap raised from **200M to 4.5 Billion in 2 months**

### Impressions

2.5M every week

### Article Placements

Huffington Post Bitcoin Canada Seeking Alpha

### Recent Events

Toronto, Van, MTL, SF, LA, Bangalore, Saigon



## Primary Success - Pre-ICO client

**Hit 15M hard cap in 4 days**

### Impressions

1.3M every two weeks

### Article Placements

Huffington Post Bitcoin Canada Thrive Global

### Recent Events

NYC

# Product Development Case Studies

## airdrop<sup>x</sup>

### Opportunity (AirdropX)

First and largest social airdrop platform to drive viral traffic.

### Primary Success

Designed and developed blockchain application built on Ethereum, deployed smart contracts and scaling.

### Result

10 airdrops currently live, database has grown to 50k signups, scaled to over 1M website impressions in first 5 months.



### Opportunity (BitJob)

First and largest network for freelance blockchain jobs.

### Primary Success

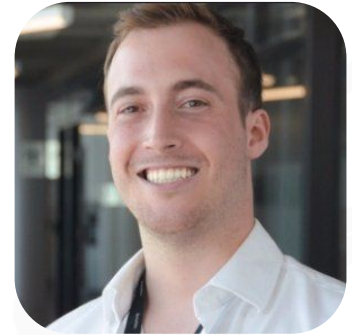
Designed, architected and developed blockchain backend and implemented smart contracts for BitJob product.

### Result

Launched product at 10+ universities including MIT, McGill, Ivey, Berkeley, Michigan.

# Executive Team

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Michael Gord, Chief Executive Officer  
**Michael@mlgblockchain.com**

Michael Gord is a full stack blockchain developer and the founder and CEO of MLG Blockchain, an enterprise blockchain and ICO consulting and development firm, the co-founder of StratX, a global liquidity solution provider, and AirdropX, a social platform for tokens to globally distribute their tokens in with airdrops. Michael was the first enterprise blockchain developer at TD Bank, one of the largest Canadian banks.

Michael is also a director of the Blockchain Education Network, a robust global network of blockchain enthusiasts, sits on the board of directors of the Blockchain Association of Canada, is an advisor and investor into several prominent blockchain ventures and writes for Bitcoin Magazine in addition to several other fintech publications.

Michael holds a degree in Entrepreneurship and Marketing from the Desautels Faculty of Management at McGill University, where he founded the McGill Cryptocurrency Club and co-founded the McGill Students Fintech Association. After graduating, Michael made the first donation of bitcoin to the McGill Alumni Association.



# Executive Team

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Kyle Fry, Chief Financial Officer  
[Kyle@mlgblockchain.com](mailto:Kyle@mlgblockchain.com)



Kyle Fry is the Chief Financial Officer of MLG Blockchain, a global enterprise blockchain and ICO consulting and development firm. Kyle is also a Certified Blockchain Expert (Blockchain Council) and is involved in various blockchain network groups such as Columbia Blockchain Alliance (CBA), BlockchainNYC.org, and Blockchain Education Network (BEN).

Prior to his role at MLG, Kyle spent almost 10 years at Credit Suisse in the M&A group focusing on technology clients and transactions predominately in FinTech and payments. Kyle has announced over \$70 billion in transactions having led numerous deals from initial engagement to closing. Prior to Credit Suisse, Kyle was a financial analyst for five years at a multi-billion dollar global public company.

Kyle holds an MBA from Columbia Business School where he graduated with honors and a BS in Computer Information Systems from Colorado State University.

# Executive Team

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Joaquim Miro, Chief Marketing Officer  
[Joaquim.miro@mlgblockchain.com](mailto:Joaquim.miro@mlgblockchain.com)

As CMO of MLG, Joaquim manages the high level strategies of some of the most successful blockchain projects in the world. He's been featured on BNN and was recently nominated as the youngest council member in the history of the Canadian Marketing Association, Canada's largest marketing association.

Prior to MLG, Joaquim worked at L'Oréal Canada for over 1 year enabled me to learn the key skill sets necessary to be a successful entrepreneur. Having to manage 100+ projects at the same time, a multi-million dollar budget, and the largest and most successful shampoo launch of the past decade (Whole Blends) allowed him to develop various skill sets in a small time frame.

Joaquim attended McGill as a highly dedicated and involved International Marketing and Entrepreneurship student, creating the organizational foundations for an ongoing corporate relations program that raises 100K+ yearly, refounding the McGill chapter of the Delta Kappa Epsilon fraternity, organizing a TEDx Montreal event, and engaging in philanthropic work.

# Executive Team

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Brian Lieberman, Chief Operating Officer  
**Brian@mlgblockchain.com**



Brian Lieberman is the Chief Operating Officer at MLG Blockchain. Brian is the director of BlockHacks, a blockchain centered hackathathon and is a Certified Bitcoin Professional.

Before joining MLG, Brian served as Head of Operations and Business Development at Guiker.com. Prior to working at Guiker, Brian was the Head of Operations for Sonder.com, a Montreal-based Hospitality startup that has expanded internationally. Brian holds a degree in Finance and International Business from the Desautels Faculty of Management at McGill University.

**For more information, please contact :**

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