

# MLG Blockchain Corporate Press Kit



Q1 2019



# Who We Are

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MLG Blockchain is a global venture creation and advisory firm with blockchain technology development and broker-dealer capabilities. 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 one hundred events worldwide in 2019.

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. The expanding global presence of MLG will solidify its presence as an industry leader.

# What We Do

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Since 2016, MLG Blockchain has consulted on over \$220 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



## GLOBAL CAPITAL

Investor Relations  
White Paper Engineering & Architecture

Broker Dealer Capabilities  
Access to MLG Global Investor Network  
Roadshow Capabilities

Token Execution  
Pre/Post Token Sale Marketing Campaigns  
Public Relations & Media Outreach  
Community Building & Management



## SOLUTIONS & TECH



Blockchain Education  
Blockchain Adoption Strategy & Roadmaps  
Recurring Webinars  
Executive & Developer Certification

Blockchain Development and Implementation  
Smart Contract Creation & Audits  
Token Architecture & Deployment  
Product Web Design & Development

## ROADMAP TO INNOVATION

Entering New & Expanding Markets  
Grow Partner & Service Provider Network  
Complimentary SaaS Products

Expand OTC and Asset Management  
MLG Ventures & Accelerators  
Technical Staffing



# Key Stats

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**Talent Growth** - 4 to 30+ employees in 2 years

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

**Number of Clients** - 25 Clients

**Dollars Raised By Clients** - 220M+

**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>

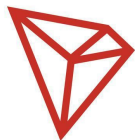
# Client Experience

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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.

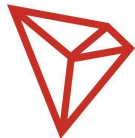
## Primary Success

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.

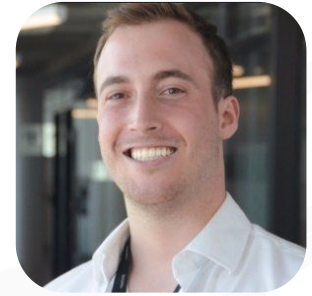
### Result

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](mailto:Michael@mlgblockchain.com)



Michael Gord is a full stack blockchain developer and the founder and CEO of MLG Blockchain, a global capital advisory and tech development firm with broker dealer capabilities. He is also the co-founder of StratX, a global liquidity solution provider, and Global Blockchain Network, a full-suite ICO & STO advisory firm focussed on lead generation and industry adoption campaigns. 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, President & Chief Financial Officer  
[Kyle@mlgblockchain.com](mailto:Kyle@mlgblockchain.com)



Kyle Fry is the President & Chief Financial Officer of MLG Blockchain, a global capital advisory and tech development firm with broker dealer capabilities. 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 recent history. He's been featured on BNN and was recently nominated as the youngest council member in the history of the Canadian Marketing Association. He is a strong believer of distributed global teams.

Prior to MLG, Joaquim worked at L'Oréal Canada, learning the key skill sets necessary to be a successful entrepreneur. Having to manage 100+ projects at the same time, a multi-million dollar budget for one of the largest and most successful brand launches of the past decade (Whole Blends) allowed him to develop key skill sets to bring to the blockchain industry.

Joaquim attended McGill University 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 Leiberman, Chief Operating Officer & Head of Global Capital  
**Brian@mlgblockchain.com**



Brian Leiberman is the Chief Operating Officer & Head of Global Capital at MLG Blockchain. Brian is the director of BlockHacks, a blockchain centered hackathathon and is a Certified Bitcoin Professional. He is also an Advisor to the Holt Family Fintech Fund.

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.

# Key Messages

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- MLG Blockchain is a global venture creation and advisory firm with blockchain technology development and broker-dealer capabilities;
- Since 2016 MLG Blockchain has consulted and advised on more than US\$220 million in token sales and ICOs, helping bring blockchain enterprises from their infancy into international market leaders;
- MLG Blockchain has a global network of more than 100 blockchain developers and consultants in North America, Europe and Asia;
- MLG Blockchain supports their clients with the development of innovative blockchain-based solutions, including token development, marketing and application building;
- MLG provides a turnkey approach, assisting with everything from whitepapers and educational content to security audits and exchange listings;
- The MLG network has experience working with a wide range of blockchain systems underpinning digital currencies, including Bitcoin, Ethereum and Ripple; and blockchain development software, databases and tools for testing and development.



# Key Capabilities Include:

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- Investor relations and advisory services
- Broker Dealer platform
- M&A advisory
- Roadshow program
- Token Execution
- ICO & STO consulting: investor relations
- Enterprise and government consulting
- Technology and product development
- Financial: OTC market deals, cryptoasset management ventures
- Innovation and growth: scaling, new and expanding markets
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# MLG Blockchain FAQs:

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## **How would you describe your business model to my great-aunt Agatha?**

We build and advise on projects that use innovative technologies. We also help connect key investors to these projects to help fund their development.

## **How would you describe blockchain technology to my great-aunt Agatha?**

Blockchain technology helps to verify and authenticate data, in an instant and distributed way. For example, think of hospital and clinics. Instead of having your family doctor have to sign off and transfer documents on behalf of you, you could confirm that you want to share your files with the hospital on your own, as you would have access to your own account.

## **What do you envision a “next generation blockchain application” will look like?**

At first glance, the next generation blockchain applications will be almost indiscernible from current popular applications. The major difference is that the technology will allow users to have more ownership over their data.

# MLG Blockchain FAQs Continued:

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## Who are your target markets?

Tricky question. We work with any firm that could utilize blockchain technology to optimize their business model. This ranges from small startups to enterprise to institutions, and more.

## You have identified your primary capabilities. What percentage of your time and resources are devoted to each?

- ICO & STO consulting: (10%)
- Enterprise and government consulting (15%)
- Technology and product development (15%)
- Investor relations and advisory services (45%)
- Financial: OTC market deals, cryptoassets management ventures (10%)
- Innovation and growth: scaling, new and expanding markets (5%)

# MLG Blockchain FAQs Continued:

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## **What security systems do you have in place to address the public's concerns regarding blockchain technology?**

Cryptocurrency Theft: We use cold storage, and effective private key management techniques including a multi-signature account in order to ensure that any crypto assets that are held are safeguarded from theft. It is encouraged that the general public takes these types of precautions into consideration if they choose to hold digital assets as well.

We never hold our customer's private keys. This will be included in smart contracts. When we provide any contracts or addresses, we never touch the deployed, live product. The client owns and operates their own private keys to reduce the number of people with access.

We also spend time educating our clients on the benefits and risks of getting involved with blockchains and cryptocurrency, so that they are empowered to make the best decisions for themselves. We have created hours of educational content that ranges from investing, architecture, to development practices.

# MLG Blockchain FAQs Continued:

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**Who are your primary competitors and how will MLG differentiate itself in this space?**

Consensus

Decentral

IBM Enterprise Consulting Arm

Rhodium

Catallaxy

Dispatch Labs

DTL Labs

PwC Blockchain

Deloitte Blockchain

Accenture Blockchain

bloq

Chainsafe

We are blockchain agnostic, that is one of our biggest differentiators. We work with all protocols and blockchains.

# MLG Blockchain FAQs Continued:

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**If at all, who are you regulated by?**

We are not regulated at the moment.

**What is your fee structure?**

We work based on a flexible fee model combining a lower monthly fiat retainer and a token execution bonus that is based upon certain milestones. The retainer covers the costs of the teams that we dedicate to each client, while the token execution bonus ensures that we're aligned for the long-term success of the company. We've found this to be a good mix between ensuring MLG limits the inherent risk of the industry as much as possible while allowing our clients to know we're dedicated to their growth and success.

**How long does the ICO & STO process take?**

It can range but we typically need a minimum of 3 months.

**For more information, please contact :**

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**IR - [ir@mlgblockchain.com](mailto:ir@mlgblockchain.com)**

