



Whitepaper v1.1

You've got talent!

Decentralized Marketplace for talents and mentors that tackles the problem of talent recruitment and transfers with blockchain capabilities in the sports and music industry.

Making Talents accessible and transparent for everyone

5 REASONS TO SUPPORT

1. Our pledge is **not just idea based**, but already starts in cooperation with a working platform, football market-place with more than 270.000 registered players, intermediaries and 150 clubs, merchandising stores and THE METAVERSE.
2. **We disrupt all sport and music.** We have a global project that disrupts the most popular and fastest growing industries – sport and music.
3. We have a unique tech solution.
4. **We use blockchain technology** to tackle and solve real problems with the CONVERGENCE OF DEFI, NFTs, VR, AR, IoT AND AI.
5. **We are a good team.** And in soccer, a real team always wins.



ABSTRACT

Talent recruitment and transfers are inefficient due to lack of credible information which results in an unfair price, lost money and missed opportunities. We want to change the way talents are recruited and transferred. We want to provide every athlete with a prospect to find a club, camp or trial and to show their potential. **We want to give the power back to the players and their talent.** We want to provide the players with an incentivized ecosystem to thrive wherever they are. We want to empower them through performance-based visibility.

Our vision is to revolutionize talent recruitment and bring talent transfers online with the help of blockchain technology. By providing an automated solution in all phases of the transfer and recruitment process and with delivering credible information to all parties involved in the talent chain we will completely eradicate inappropriate practice and make sport and music industry transparent and fair.

The sport industry has had a problem with recruitment process for ages. Transfer market is inefficient, prices are not transparent, and execution of agreements suffer. Corruption, fraud and unfair judgment exist in all levels. Efforts are being made to eliminate these abuses, but **Quis custodiet Ipsos custodes (Who watches the watchers). TalentIDO is addressing these issues by bringing athletes development and transfers on a blockchain.** Our solution utilizes smart contracts to provide an automated service to fulfil a complete cycle of sport transfer, from discovery of a player, legal agreement, to transfer execution, without unnecessary middlemen who pump up the price of an athlete or take commission from all parties involved.

Shortening the transfer chain or limiting the influence of agent will equal the terms for all players in the recruitment process and bring athletes back into the spotlight. With a blockchain-based contract and transfer system athlete's talent and skills would again become the prevailing recruitment criteria. Every sport person would have the same starting position. We want to provide the players with an incentivized ecosystem to thrive wherever they are. TalentIDO will empower them and make them visible through performance-based mechanisms and swarm intelligence. Adaptation is smarter than you are! Furthermore, it will increase their chances of landing contracts based on meritocracy and grit.

The solution proposes talent marketplaces in tokenized incentive environment, where a talent token - **Talent (TAL)**, would be the primary currency.

LIST OF ABBREVIATIONS AND FIGURES

AR - Augmented Reality
DeFi - Decentralized Finance
DAO - Decentralized Autonomous Organization
E.g. - Examples given
ETH - Ethereum
FX - Foreign Exchange
LP - Liquidity Pool
NFT - Non-fungible Token
VR - Virtual Reality
AI - Artificial Intelligence
DEX - Decentralized Exchange
IDO - Launchpad



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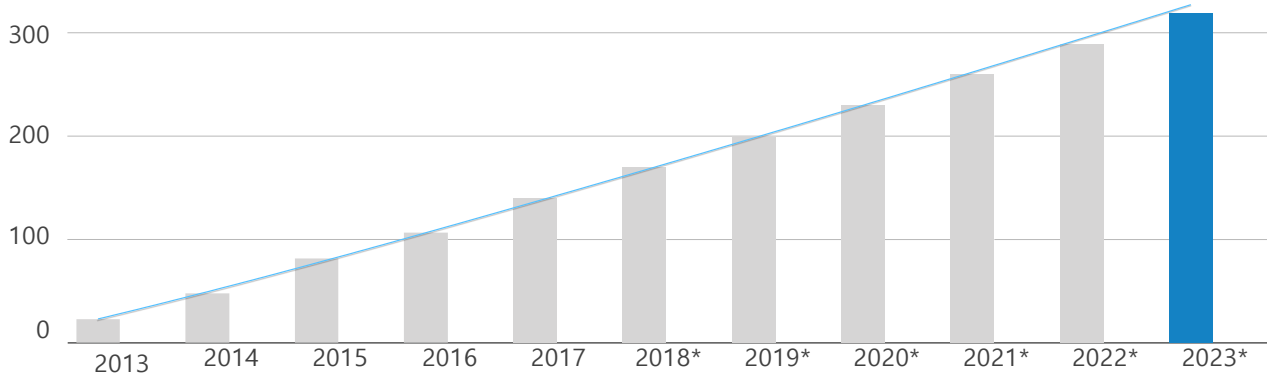
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Term	Definition
Protocol	Refers to the communication rules and commitments necessary to facilitate data communication between multiple nodes and to facilitate the functioning of cryptography and DAPPs. This white paper also refers to the back-end basis for the operation of the TalentIDO.
DApp	Decentralized Application. An application that operates on the protocol and decentralized network nodes. It also refers to services provided by applications or front-end service providers. In the TalentIDO, there are two types of DApps which one is the core DApp as a portal for expression of talent and the others are service DApps for talent utilization.
Node	This is a unit of terminal that stores protocol information and transaction information blocks, which enables protocol and DAPP to be executed on the decentralized network. Nodes are gathered in peer-to-peer network form to enable decentralization. This white paper also refers to the servers and consortium organizations for the back-end infrastructure of the TalentIDO.
TalentIDO	It is the principal of the project, the name of the protocol, and its cryptocurrency is TAL. The unit of the currency is TAL (referred to as Talents). A TAL is a digital asset designed to act as a means of exchange. It uses a cryptographic method to secure the transaction, control the creation of additional units, and authenticate the transfer of the asset.
Qualitative evaluation	Because talent is difficult to measure accurately in numbers, a qualitative assessment of how much effort, how much care and how well doing are needed. We use the # (hash sign) as symbolic representation. Ex) good singer. exceptional dancer. can dribble the ball well. creative painting. charming makeup artist, etc.
POT	It is a systematic and quantitative summary of talent values through distributed processing deep learning algorithm at each node, stands for proof of talent, and is called 'pot[pa:t]'. Talent value visualization by POT
Reward	It is the act of paying the TAL cryptocurrency in the TalentIDO for the contribution of the core process that is Talent expression> Talent proof> Talent value visualization by POT> Talent practical uses.
Creator	People who are main characters of the TalentIDO ecosystem and who want to express and utilize their talents. In other relationships they could be Fans or Users.
Fan	People who approve Creators' talent and helps to manifest by means of POT. In other relationships, they could be Creator or Users.
User	People who see Creators' POT and utilize the talent. In other relationships they could be Creators or Fans.
Eco-Player	Many kinds of direct and indirect users of TalentIDO ecosystem and a group or company that needs Creators' talent or who provides services or goods to Creators, Fans, and Users.

In most global statistical and analytical organizations, the global Influencer, Crowdfunding and talent sharing

markets totaled \$ 319.3 billion by 2023, and the number of social media users is estimated at 3.29 billion. There are 8 billion human beings on this planet. We will create 8 billion TAL token for 8b potential talents. The primary goal of TalentIDO is to grow to 1% of the global market within five years. However, the application market of TalentIDO will be more diverse and bigger than the above analyzed market.

**Global Market Size
(on Influencer, Crowdfunding, talent share Market)**
USD 319.37 billion



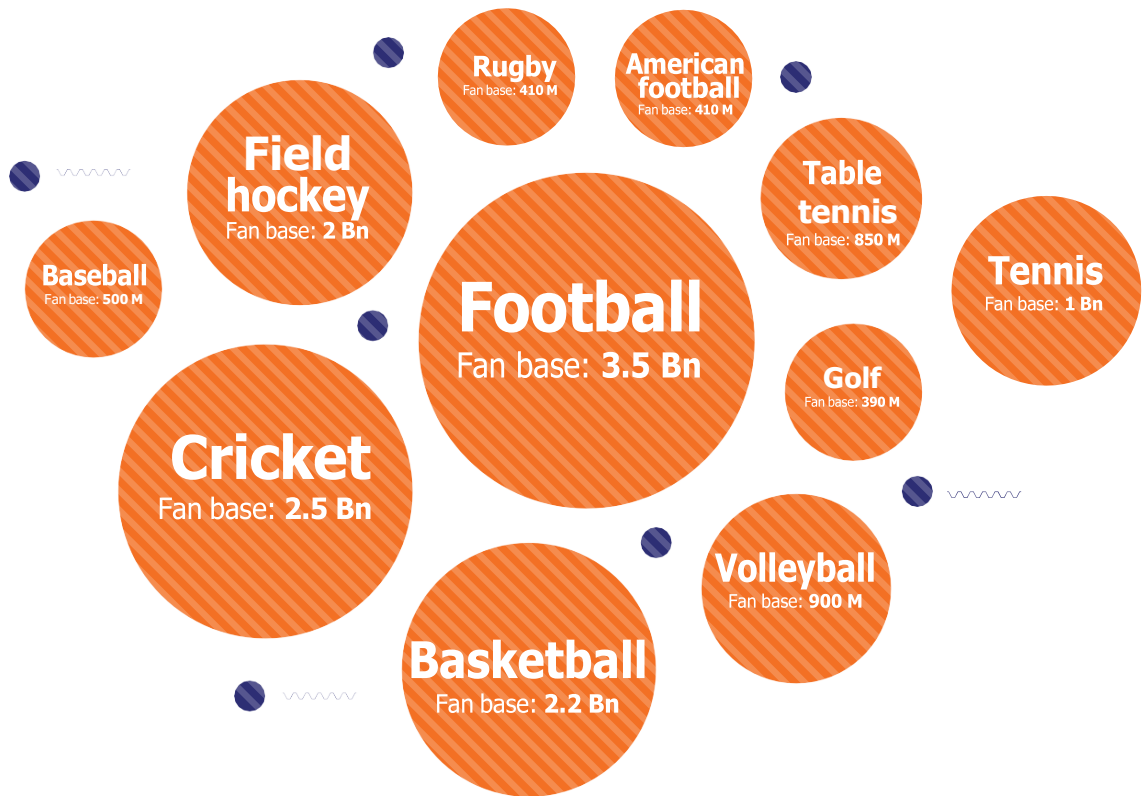
Number of social media users worldwide from 2017 to 2023 (in billions)

AI and robotics are the logical next step of the evolution. We will design our DNA integrated into encrypted digital persona tokens to use AI to optimize our DNA, move and act in the Metaverse and travel in the Universe. Each talent is covered against misuse and decides about the use of its data. These Talent Tokens will be tradable on the TalentIDO DEX. Various tools help the talent, e.g. an evaluation tool, which estimates the current value of the talent token. Depending on the Talent's creativity and business acumen, it can then generate money to finance its activities by selling the Talent Tokens, which are created for the Talent free of charge by the TalentIDO Launchpad. VR, AR and avatars with individual NFT (Non-Fungible Token) protected design enable next-generation digital experiences. The talent tokens generated can then be spent on TalentIDO for the previously defined use of funds. This advances the careers of talented people regardless of origin, gender and place of residence. The talents benefit from the network effect on the platform by gaining access to other users of the platforms, including stars. Stars offer mentoring, VIP events with backstage passes, video conference calls and training with the stars on TalentIDO.

INTRODUCTION

Sport and Music are heroes games. It has been around since ancient times and people have been glorifying athletes from the sands of the Greek Olympia to the perfect grass pitches of the most state-of-the-art football stadiums in the world. Nowadays sport and music are the biggest industries, part of almost all aspects of everyday life. Because of the »heroes effect« it is recession-proof, which was already acknowledged in Roman times by the poet Juvenal who coined the immortal phrase »panem et circenses«, bread and circuses. The fact is that **even in the hardest economic downturns, the sport and the music industry has continued to grow**. With the help of technological disruption and globalization, the numbers in participation as well as the money involved, the sport and the music industry has been **enjoying prolific growth in the last decade, which outpaced GDP growth of most countries**.

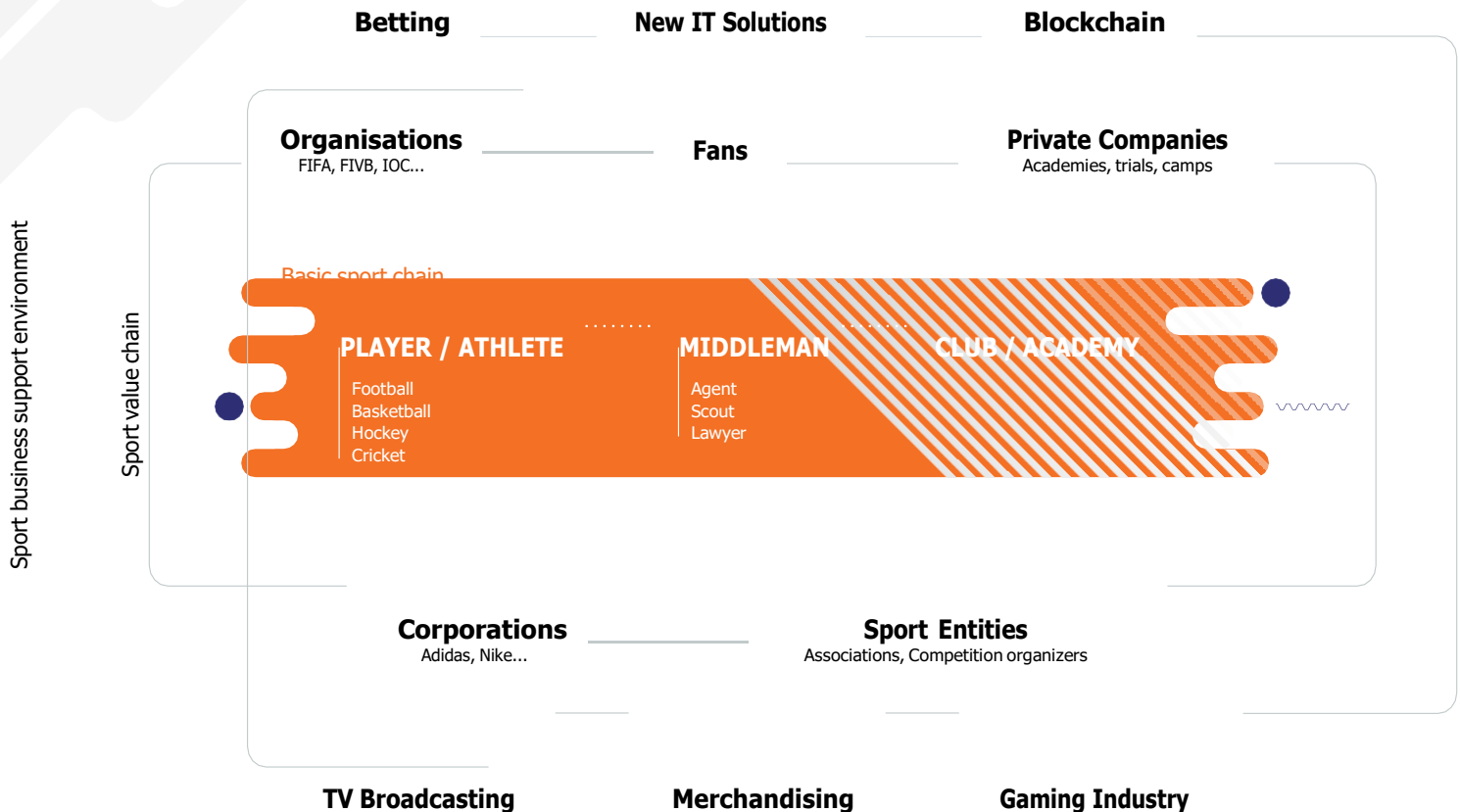
The sport industry today is a wide-reaching business that spans the field of play— from the food and memorabilia stands at the stadium, to media rights and sponsorships. As much as €450 billion (\$620 billion) is spent every year in this multinational enterprise. The business environment features numerous stakeholders — from players, teams, clubs as the backbone of the industry, to sport agencies, sponsors and broadcasters as the secondary elements, where all are competing to become winners; be it result-wise or revenue-gained wise. Huge year-on-year growth in revenue can mostly be attributed to the rise of television broadcasting of sporting events over the last two decades – which has, in turn, led to an upsurge in advertising and merchandising sales and brand sponsorship deals. And the global sport value chain — its size, make up and revenues — **has significant growth prospects for the future**.



There are over 8,000 original sports and sporting games. But not all disciplines are represented equally in the modern popularity and participation pie. Number one, worldwide, is —no surprise here—football (soccer), with a 43% share of the industry. Out of 10 biggest sports in the world, 7 sports are immediate TalentIDO targets, with the biggest one — football — already being operational.

SPORT ECOSYSTEM

Sport's basic asset is a player or an athlete, the one who performs on the field. Together with other intangible assets - agents, scouts, leagues – the athlete forms the founding blocks of every sport. This is defined as a sport chain. By adding a complete support and business environment to it, we come to the macro chain or the **sport value chain**. Sponsorships, merchandising corporations, broadcasters, sport fans and other sources of revenue make up the income streams in sport. All disciplines work on the same parameters or on the same basic principles with different variations for each.



PROBLEM DEFINITION

Sport recruitment and transfers are not efficient due to a lack of credible information, which results in an unfair price that buying clubs pay for transfers, in lost money during transfer completion, and often as well in failed transfers and missed opportunities for players.

Why is that?

The tech revolution changed the world. Concurrently, the sport industry and its games have really become a global business. But it also revealed how rigid and conservative the sport ecosystem really is. **There are more players out there looking for clubs than clubs have vacancies.** This discrepancy launched intermediaries and scouts to the front line, creating a whole new sub-market, where players are almost powerless without any information, left completely in the hands of the agents.

More and more players are coming on to the market. With the financial explosion of the sport industry, people are participating to follow their dreams of becoming professional athletes. Consequently, with the bigger number of participants, the financial assets of the entire sport industry are growing.

The sport industry only delivers for its top performers. Only the top level is subject to credible data, with live coverages, has access to information and thus reaps the benefits of the sport industry's prolific growth. The foundation of the industry - the modest players and clubs – lack behind, as they lack the basic infrastructure and information.

The recruitment process in the sport industry is broken, and the transfer process is inefficient and, in most cases, even corrupted. The industry is not connected, lacks transparency, is full of frauds with no unified credible database. Economic, demographic, financial and organizational discrepancies lead to the fact that **the system doesn't work for 95% of the players involved**, who are basically the backbone of the sport.

The problem conception

NO CONNECTION IN THE SPORT CHAIN

There is no effective, trusted way for sport professionals to FIND, CONNECT and TRANSACT with each other ONLINE (and offline)!

NO CREDIBLE DATA OR VERIFIED INFORMATION

There is no sport database that would provide credible information on all levels. The information is scattered across associations, leagues to official club sites and is not available to the user in a standardized formal way to confirm his/her sport career activity.

NON-TRANSPARENT TRANSFERS OF SPORT ASSETS (PLAYERS)

Most of sport transfers on all levels are not transparent in terms of the price and money exchanges between the parties involved. It is estimated by FIFA that up to 33% of the value in each player transfer is taken from the rightful owners through malpractices by one or more parties involved. We estimate that the loss is even bigger in other team sports.

NO INFORMATION = NO OPPORTUNITIES = NO SOCIAL RESPONSIBILITY

Without information, players do not have a chance for recruitment or transfer. For talented players, sport is their number one career choice. Without a potential transfer or recruitment opportunities we take away their skill set. Instead of performing on the pitch, they become a social problem of the market.

How do players get recruited now?

“Current industry practice marginalizes 23 players out of 25 in every football team, 8 of 10 players on the basketball court, hockey rink, handball court ...”

Scouts, agents and everybody else just look at the best 2 or 3 players on the pitch or court. The rest are not good enough at any point in time. They want to capitalize big with talented players and top clubs, which is why these players command the highest transfer fees. What happens to the rest of the players on the pitch? They must find their own way.

For players, sending videos and CVs arbitrarily to licensed agents in a desperate attempt to make the right connections is fruitless most of the time. Selecting agents and/or players through word of mouth does not work. Directly contacting clubs and agencies does not work. Individual players do not know how to find agents or new opportunities.

On the other hand, finding players, assessing them, contacting and contracting them is limited by time and money and often results in a dead end for intermediaries and especially clubs. There is also no entry point into the industry for the upcoming intermediaries. Moreover, most of the clubs lack the funds to support an extensive scouting network.

Now, the recruitment process only works for elite clubs, which recruit most of the talents. But even there, it lacks transparency and information. Because clubs in most cases do not interact directly, but rather through intermediaries, the transfer chain becomes longer, and more money gets lost in a transfer. **This affects the distribution of funds at the top level. At the medium or lower tier club level, the information on players is scarce and intermediaries have even more power in handling transfers. Fraud and money laundering is also not uncommon.**

According to UEFA, lower-value transfers of less than €100,000 are subject to the highest agents' commissions, with a mid-rate of 40%. If the threshold is increased to between €1 and €1 million, then the mid-rate agent commission is still 20%. UEFA is the best organized sport organization in the World. Putting in context the above-mentioned information and considering that football is the biggest and richest sport and UEFA is the best organized organization with the most resources, we can conclude that sport transfer inefficiency is much bigger in other sports. According to different industry estimates more than 30% value is lost in a sport transfer, due to fees and commissions.

"A clear example of non-transparency is one of the latest record breaking transfers in football, where out of 100 million EUR agreed price, the selling club got a bit more than 70 million EUR. The difference was a commission from the agent, who then as well took a commission from the player directly."

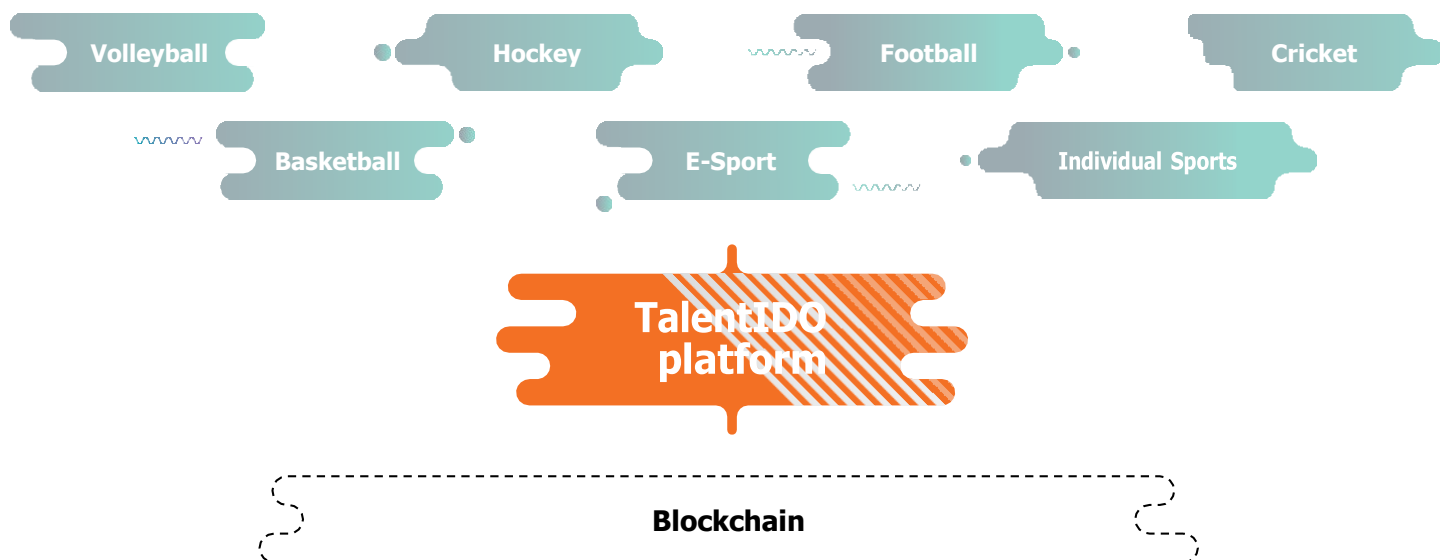
SOLUTION

There is **new, unique technology**, that holds the solution to all above mentioned problems of the sport industry. It is called blockchain. It is a public record book that records every single input and transaction. It doesn't require any third-party agent, because it is operated and stored in the community. The ingenious cryptography makes this ledger irreversible, thus perfect for all data that might be fraudulent. Blockchain not only stores data, but it also executes it. These automated protocols that involve no middleman, are called smart contracts. They validate conditions and execute the procedure of the contract punctually, cost efficiently and risk free. No wonder that blockchain is considered the biggest revolution after the invention of the internet. It is a philosophy and a technology which will change the world.

The sport industry can use blockchain to eliminate false data or provide credible information, to provide information faster with less error, less duplication and less human disorganization, leading to much lower costs. It also brings greater transparency of prices, contracts and business in general and as well reduces transaction times.

The TalentIDO platform involves a creation of different sport marketplaces with a singular technological solution. **We are building a system that will move professional transfers online and where a complete sport chain can tap into the upcoming tokenized sport market.** It will also offer a set of protocols and tools for simple white label tokenization and sport identity verification and certification on all levels of sports.

Online marketplaces for all team sports will connect clients to a broad network of professionals and help find opportunities. **It will allow direct contacts through trustworthy connections of live users.** In practice that means we will connect players with agents (intermediaries) and with clubs and viceversa. In football (which is already working and has more than 350.000 live users), **basketball, handball, cricket, hockey, volleyball, e-sport ...**



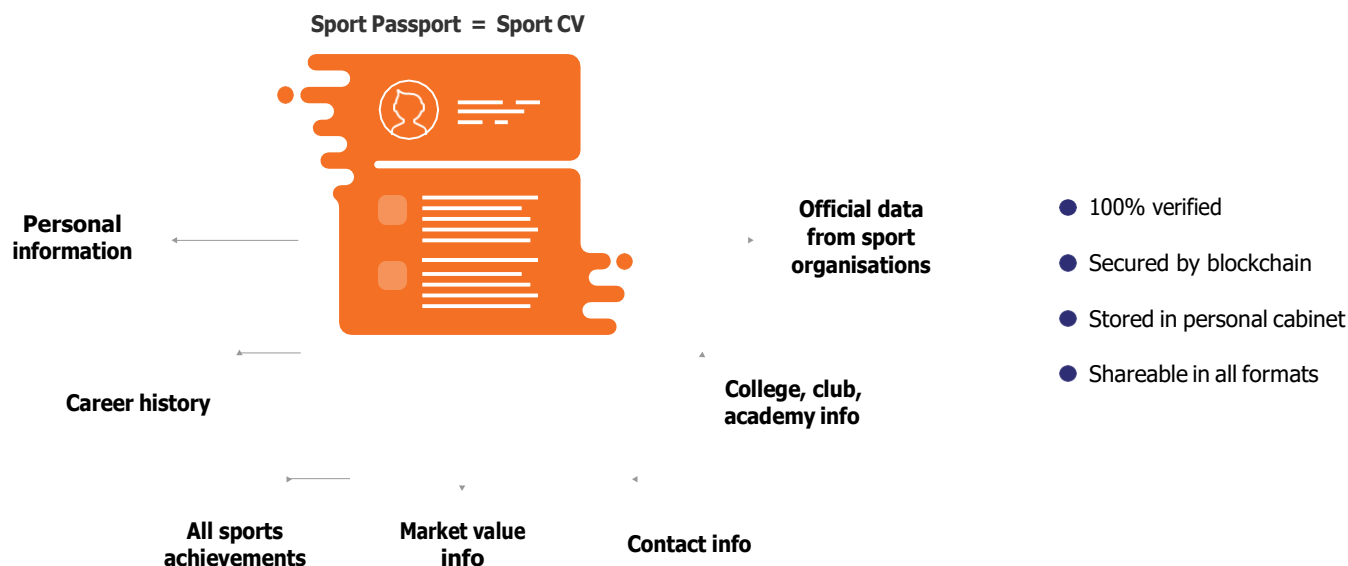
TalentIDO will build and implement its singular technological solution into an already built infrastructure, a football marketplace Fieldoo.com, which is serving as our sport marketplace use case. TalentIDO will exclude the trust issue of users from Fieldoo.com and replace it with blockchain based solution, that will guarantee 100% credibility of information provided to the users. This will also serve as an example for all other sport marketplaces through which we will provide all the participants of sport ecosystem simple tools for industry tokenization on a wide scale.

We envision the future where the entire sport platform will run completely decentralized with all members actively participating, creating a vast pool of resources, making them available for on-demand use. Members' resources (nodes) will get rewards according to their participation in the decentralized pool. For this our blockchain will facilitate and coordinate the use of agents (programs) that runs on members' computers and/or Smart Phones, to provide an automated and completely transparent eco-system.

All nodes running will be evaluated and scored based on information available through TalentIDO sidechain. Nodes can run one, any or all the available tasks/resource types:

Resource Types	Tasks
Data-Store	AI results validation
News gathering Bots	Identifying new Information points
Artificial Intelligence agents for content Filtering and Categorizing	Content uploading (videos, posts, etc.)
Indexing Services (Information Directory)	Talent (sport player) Discovery

With the use of the above, the TalentIDO blockchain will provide bullet-proof security, credibility of information, fast access to all available data including videos.



All processes will be verifiable even for non-technical members who will be able to decipher the information stored in the blockchain with the use of open-sourced specialized tools which will provide everything required in a simple User Interface.

TalentIDO singular technological solution will use blockchain solutions to build:

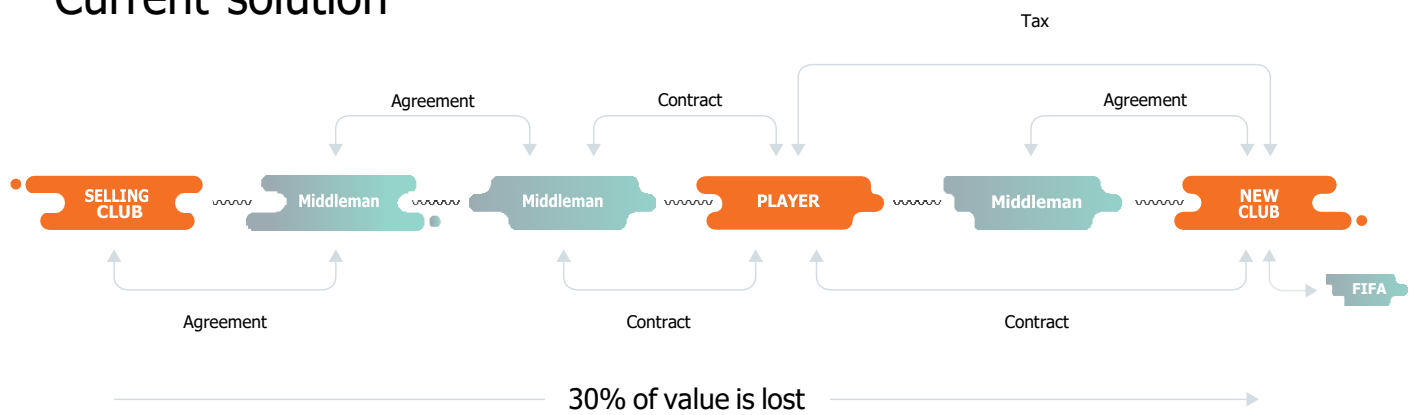
STANDARDISED SPORT DATA PROFILE = SPORT PASSPORT

In practice that means that every user of TalentIDO marketplace would get a sport identity passport containing a verified data of all achievements. If one has attended an officially recognized sport event his results will be stored and verified directly in his sport passport. Blockchain technology provides by far the most secure infrastructure to verify, sign or store personal information. As no centralized information silos can be targeted, hackers or scammers would have to bring down the entire community network to fake, misuse or abuse information.

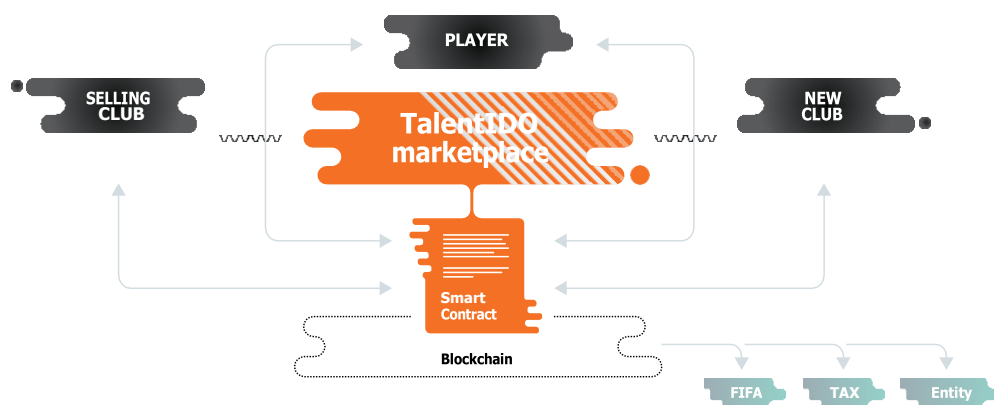
Due to a lack of transparency and unavailable information, the sport industry is prone to all sorts of fraud with information and data. Athletes' information is being manipulated in order to guarantee them trials, contracts with clubs and to increase the prices. TalentIDO will automatically acquire information about the athlete from official sources and translate it into a sport CV = Sport Passport. Data and information will be 100% verified, shareable for interested parties with the athlete remaining in complete control, whereby the data will be regularly automatically updated. It will also serve as a personal cabinet of each player to store all his recognized sport achievements in. We can divide this information into three basic pillars:

- » **Personal information**, which contain physical characteristics, age and nationality.
- » **General career information and track record.** Career information contain athlete's academy and club history, together with potential national team experience: how many games / minutes he/she played, how many goals / baskets / wickets scored, penalties received ...
- » **Video information and social performance factors.** The last pillar includes links or footage of entire games, action clips, available game performance analysis, and as well links to the athlete's online presence on social media channels, which assesses his/her economic value for the potential contractor.

Current solution



TalentIDO way



The Sport Passport unified format of data and information will harmonize the discrepancies between different competition formats and recruitment procedures. For example, an American college soccer player has little chance of becoming a professional in Europe, because the college system works on a different scheme than the European club recruiting system. The Sport Passport will amend this. Unified sport records will enable efficient exchange of sport data and sport assets between subjects of trust. Which leads us to ...

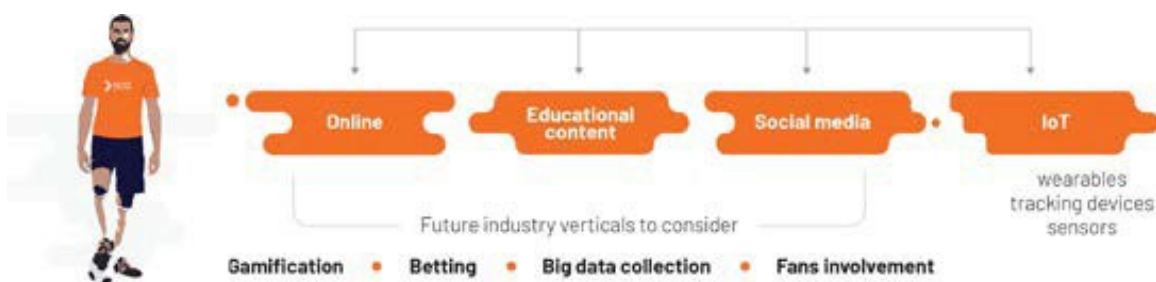
ONLINE AUTOMATIC TRANSFER SOLUTION FOR SPORT INDUSTRY.

The current transfer system is completely inefficient. A part of the transfer value is lost due to middlemen that take commissions or fees for facilitating the transfer. Our solution eliminates the agent and provides a transparent cost-effective solution for all parties involved in the transfer; the selling club (academy), player and buying club. TalentIDO will automatically generate a contract between clients and ensure its digital signings and verification. In the last phase, it will also serve as an unbiased mediator of contract info to relevant and authorized institutions. Involved parties would be released from the pressure of informing tax authorities, associations about the deal, as only required part of the contract would be automatically send and presented to relevant institutions. The contract would be protected and stored on the base of blockchain technology, thus providing credibility, transparency and trust. It would form a part of player's sport identity in his/her player passport, stored in a crypto wallet.

A singular technological solution with a sport passport and online transfer tool provides big data information from live users of different marketplaces and opens the possibility to future models, where we could also tap into the virtual world and through it improve athlete's real competitive and economic performance.

SPORT AVATAR OR AN ATHLETE'S ONLINE ALTER EGO = PERFORMANCE PASSPORT

A sport avatar is TalentIDO's future project. We will create an online graphical representation that will reflect athlete's achievements and progress in real time, **using wearable devices such as smart bands, sensor-equipped T-shirts and foot pods.** An algorithm would compare his results with general user base and his avatar shape would reflect his state. At the same time, the results would be implemented into his sport passport, mirroring his physical state. This opens doors to new verticals of business and technology. Not just to retail merchandising and big data collecting, rather, the avatar is also a direct link to the gaming and betting industry. The potential uses for this digital likeness are numerous: from social media and involvement with fans to integration into video games.



The avatar project will be developed after the implementation of sport passport and online transfer solution. The first phase of the project development will be focused solely on pushing educational content to athletes and collecting big data info from them. Based on the industry characteristics, the avatar project will be developed in line with technological acceptance of the users - athletes.

Although avatars will be primarily used for athletes, they could also open doors for fans to be actively integrated in the TalentIDO ecosystem. Through content creation and curation, we will empower devotees to go beyond the typical fan role. One could become an online scout, finding and recommending players. **The better the recommendations, the bigger influencer fan becomes.** Successful contributions would also be rewarded, which points out to tokenization of the ecosystem. Through avatars and leaderboard system, fans will have a direct influence in the TalentIDO marketplaces.

TalentIDO marketplaces will revolutionize recruitment and bring transfers online. **Blockchain will enable TalentIDO to tackle the problems of the industry by instilling transparency, trust and security** – basic concepts that in the offline process of recruitment are often disregarded.

With all this in place, we are creating a new category to challenge the status quo of the sport industry and start something truly new and original. **An open-source ecosystem where everyone will have an equal starting position.** We do not mean the raw talent and athletic ability of each individual player, but rather a chance of equal access to credible and transparent information.

Why TalentIDO

Sport ecosystem participants will choose to adapt and integrate TalentIDO because:

1. it is a system that puts trust and verification of data and user at its core;
2. the Talent token standard encourages market participation.
3. it will enable industry players to leverage blockchain technology at minimal cost. **TalentIDO in its essence targets all sport industry participants and provides them the required technological infrastructure to embark into a new, transparent market and tokenized world of sport.**

Information addition example

Nick spots a young football player in his local football field. He uses his phone to record videos of his playing style and uploads it to the platform as a potential new talent. The video is placed in the review section of the platform where reviewer-status users review it and confirms that the video follows platform's rules. It is then placed in the appropriate category for talent-scouts. The young football player is informed about the platform by the same or another user of the platform (ambassador-status) and registers on the platform so he can be contacted by talent-scouts and start updating his sport-passport with new data as they become available (health, progression, etc.).

The technical background:

Mobile App records the video and uploads it to the nearest storage-node.

1. Storage node notifies the nearest indexer about the new storage-object.
2. Index-node classifies it and distributes the info about the new index record to other index-nodes. Info is stored in the sidechain
3. Index-nodes notifies content-nodes about the new video that requires human review.
4. Reviewer-nodes accepts or rejects the video (simple voting procedure stored in the TalentIDO sidechain. Each voter has different vote-weight according to their reputation level)
5. If the voting procedure rejected the video, it gets an 'ignore' status and it's up to the storage-nodes to decide how long to keep it (in case of a dispute of the voting result). When that period is over, the video object is truncated from the storage-node(s)
6. If the voting procedure accepted the video, it gets the 'verified' status and its index-info is stored in the blockchain (reward for the storage-node(s), the indexers and the user who uploaded it.
7. If the subject of the video (young player) registers in the platform (referencing the video), then the entire eco-system that supported this video (ambassador who referred him, the user who uploaded the video, index and storage nodes participated) gets rewarded (coin minting process) and they get a reputation increment (stored in the blockchain).
8. When a talent-scout approaches the player or a contract is signed for the player, again the participating users/nodes are getting rewarded and increase in reputation.

Information retrieval example

John wants to find out related news about his favorite club "SC". He opens his mobile-app and enters the search terms under the "Clubs" section.

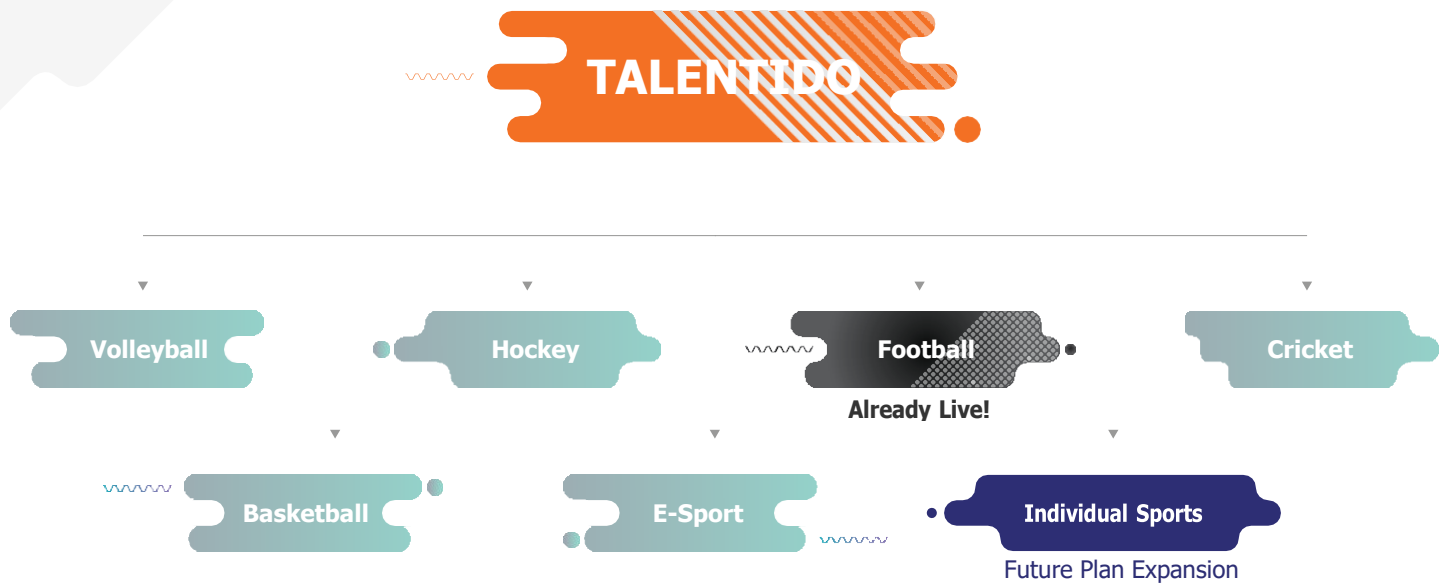
In a few moments, he gets all information regarding this club according to his search terms, categorized appropriately (news, videos, historic data, etc.)

The technical background:

1. Mobile-App queries the nearest AI-aggregator nodes for the information requested.
2. Aggregator nodes gather all required data through the Index nodes, evaluates the results through an algorithm that computes the best scores from participating nodes (for storage, article evaluation, etc.) and sends the results to the Mobile-App
3. When the user selects an item (for example a video), Mobile-App requests the data from the storage node that is closest to it (using score-based ordering from the AI aggregator nodes), retrieves it.
4. Once required data are retrieved, they are displayed to John's Mobile Screen.

THE REVOLUTION

TalentIDO is working to change how we perceive recruitment process and transfers in sport. The platform is set to open the global sport market to anyone with an internet connection. It is already well on its way by starting with the biggest sport in the world, football, creating the first of next-generation marketplaces, **Fieldoo.com**. This technological conception and infrastructure alongside therevolutionary service and its business model, is the concept that TalentIDO will expand to other popular team sports in the World, launching soon in basketball and beyond. Special emphasis will also be placed on one of the fastest growing sport categories – e-sport.



We are building the system where every individual, every kid that is dreaming of a professional sporting career, will have access to credible information about trials, camps, clubs and academies. On how to basically take the first step towards professional recruitment. **No false information, no rogue agents, no hasslers that take money from innocent kids**, dreaming of getting a trial in a big Europe- a club academy. Amateur and professional players will get information on open spots, trials around the globe and directly get the possibility to apply. We will open the market and empower its users by providing a sport and music marketplaces on steroids (just the figure of speech!), advertising platform for open spots and available players and providing a full stack service to be recruited or to sign a contract.

KEY CONCEPTS TALENTIDO IS ADOPTING:

MARKETPLACE: Basic design of TalentIDO is the marketplace and it's win-win concept. That means that all market participants come out of the interaction or transfer equation with a gain. Sellers, buyers and assets appear alongside TalentIDO as a service provider.

SPORT MARKETPLACES ECOSYSTEM: Each team sport marketplace presents an individual market within the TalentIDO, where users are buying and offering services. All marketplaces are using a unified technological solution and share and exploit common points and benefits of the industry.

TRANSPARENCY: TalentIDO key point is to make industry transparent in every aspect. From purchasing prices of players, relocation fees and intermediary fees to real prices of individual players. Blockchain technology will empower cashless transfers of players and thus bring a complete transparency to the sport chain.

DECENTRALIZATION and DEMOCRATIZATION: A decentralized platform can evolve organically and in the interests of its users. Providing a tech solution (marketplace) to empower users – players, intermediaries, clubs – with tokens, means the users virtually become stakeholders and are thus incentivized to build and improve the platform in a way that benefits themselves. A further implication of this is a stronger feeling of community involvement, something that is particularly important in a platform that is designed to bring transparency and credibility to sport industry.

ADVERTISING AGGREGATION: Advertising business model is implemented in each individual marketplace with an option of cross marketing promotions. To achieve synergies and exploit economies of scale, TalentIDO will exercise an option to act as single seller on the advertising market.

WIDESPREAD TOKEN IMPLEMENTATION: With an initial coin offering (TOKEN LAUNCH) within the platform and launched marketplaces, a white labeling solution for big sporting brands and verification protocol for third party sport organizations and companies will expand the community of token holders and users throughout the sport ecosystem.

TALENTIDO SOLUTION IN PRACTICE

Fieldoo.com, the football marketplace

As we already emphasized in the abstract and our disclaimer, TalentIDO is not an idea-based TOKEN LAUNCH project. The revolution of sport industry recruitment is already live and kicking with more than 350.000 football players, members of Fieldoo.com.

The platform connects clients to a broad network of sport professionals and helps find opportunities. It enables direct contacts between trust-worthy connections of live users.



CORE SERVICES OF FIELD00.COM:

- » Direct connection of users – players, intermediaries, scouts
- » Advertising of football related services for private companies, academies and other industry related people and organizations.
- » Job board/football market for clubs, academies and football organizations.
- » Football transfers & Automatic legal contracts for sport services
- » Football data base

KEY FIELD00 MARKETPLACE PARTICIPANTS – Who & Why is using the service:

Players create a sport CV = Fieldoo profile. Entering all data required and adding different media clips, so that agents, scouts and clubs can find them and transfer them to a new club, or find them atrial opportunity. Players use Fieldoo identity for their online presence and presentation in order forintermediaries, scouts and clubs to find them, to keep track of their career, where with regular up-dates of the profile they can make a perfect career-book and for promoting and building up of theirpersonal sport brand by social networking and promotion of their Fieldoo.com.

Intermediaries and scouts create their business profile in order to find new players and extend their customer portfolio, market their current portfolio of players and expose them to others in theindustry, get an online presence and identity, working as an online business card and finally, network directly with other intermediaries, scouts, players, clubs and expand their businesson other markets.

Clubs create their Fieldoo profile and portfolio in order to optimize resources and time in scouting and forming their teams and to connect directly to other club representatives, intermediaries, scouts and individual players of their choice. All clubs strive to optimize the business. You can save money and time when discovering talent, you can market players from academies that didn't »make the cut« to A team or you can even find players for your A team.

VALUE PROPOSITIONS

Fieldoo transforms a centralized network of data into a social community, letting the user to control and influence over his profile success. The power to take and make action is in the hands of a user.

Players	Intermediaries	Clubs
Direct contact within the industry players;	Direct contact within the industry players;	Online scouting network - Finding free players and identifying talent in the region;
Trustworthy connections - you get a verified and safe contact;	Trustworthy connections - you get a verified and safe contact;	Outplacement of players or directly trading players -Marketing and selling players on Fieldoo, providing a football future for players and generating revenue for the club;
An opportunity - finding trial opportunities, academies and more;	Business promotion tool - it let you optimize your resources;	1-man job in the club = caretaker of the profile; minimal costs of service and optimization of time
Transparency;	Transparency; Does football need more agents? Probably not. It needs more good and honest ones, and less opportunists. FIELD00 HAS ALREADY MANAGED TO ELIMINATE „THE BAD ONES" FROM THE PLATFORM.	

Players can contact agents, or they can find and apply on an opportunity on Fieldoo Market – finding a vacancy in a club, a trial or a camp or academy to train and improve skills. Intermediaries and scouts, on the other side, can search and contact any player and use Fieldoo Market to demand or offer players. Clubs can get better view what is out there on the market and can get players for trials. Fieldoo functionality is focused on primary idea of presenting a user profile and connecting it to a relevant public, yet it is evolving constantly, adding features and applications. **With blockchain solution we are upgrading Fieldoo with TalentIDO sport passport and online transfer solution.** This will empower industry members with the option to cut costs of contracting a player through Fieldoo by using online transfer solution.

It is a worldwide service. There are no location restrictions of any kind, rather than technical requirements of internet connection. **It has more than 350'000 users, with a projection of becoming a million-user platform in the next 18 to 24 months.**

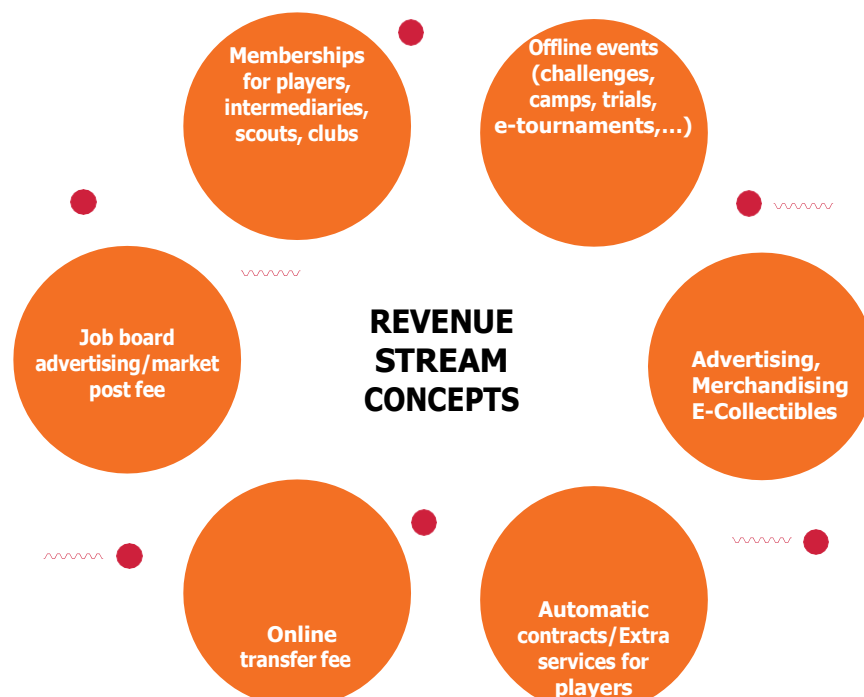
“It has more than 350'000 users, with a projection of becoming a million-user platform in the next 18 to 24 months.”

BUSINESS MODEL

TalentIDO acts as singular technological solution for sport marketplaces. It instills complete transparency, credibility and trust in the information and data provided by each individual marketplace. TalentIDO upgrades and enhances developed business model from its use case, Fieldoo.

A sport marketplace allows for the implementation of different business models in a B2B as well as in a B2C segment, as is the case of Fieldoo.com. And as is the case of most sport marketplaces on the web. TalentIDO is creating a sport ecosystem where professional and amateur component of sport work hand in hand.

Revenue stream concepts applicable in the platform



MEMBERSHIPS for players, intermediaries, scouts, clubs

Subscription based model to access and upgrade the account and get extra features, which could include services like, promotion of the profile to the top of the page, offered discount on sport marketplace offline events, exclusive contact to top intermediaries or limit-free applications on marketposts. In general, subscribed users on the marketplace should have an option to expose their profiles in different ways and contact other users. Aside from this concept being a revenue source, the purpose of charging for access to premium contacts is to prevent spam.

INDUSTRY ADVERTISING PLATFORM

Multiple package pricing model for private academies, sport schools, clubs or even third party service providers to advertise their services to individual marketplace user base. In comparison on what such businesses spent on advertising to general public on Google Ads or Facebook, Fieldoo Market offers a much better alternative where one can advertise sport related service directly to the core users. Exposure will be bought with TAL tokens using smart contracts, where terms such as the duration and price will be defined and triggered. The price will be set automatically, based on the current demand for the respective position.

ONLINE TRANSFER FEE

With TalentIDO transfer solution an individual marketplace has an opportunity to tap into this multi-billion market of sport transfers. With marketing and selling players through sport platform, using a set of automatic features from compensation calculation to contract & legal automation, TalentIDO aims to provide a future for the players and generate revenue for the parties involved in the transfer chain. We want to go a step further by implementing a blockchain-based service to ensure a complete transparency and where a flat fee will be charged on every transfer made through sport marketplace.

SMART CONTRACTS

FIFA has an official template set for legal services/contracts between a player and the club as well as for representation contract. Everybody in football should use the same template for closing deals in football, as should be the case with all sport marketplaces. This is not the case in real life. Each party in the transfer chain has its own legal representative, and that clearly presents the inefficiency of the system. We plan to offer a blockchain based service for users that will offer automatic legal solution for the player and the club (and the intermediary, if involved). The player and the club will save on legal costs and blockchain technology will ensure a complete transparency and security of the service.

Every talent will sign a talent development contract automatically with a smart contract, when it creates a token. Token holders benefit by the increasing intrinsic token value from % of all future revenues of this talent.

ADVERTISING PLATFORM

General and localized targeted advertising. The plan is to have general sponsor(s) of the platform, to avoid spamming users with banners. The option is having a different main sponsor for each pillar of individual sport marketplace. Localized targeted advertising could be set on top markets – Asia (India), USA, South America, Africa, Europe.

Every talent will be able to create their own NFT collections (i.e. Panini, digital Art) and sell merchandising on our merchandising stores

OPERATIONAL AND FINANCIAL PLAN

TalentIDO planned numbers are based on current Fieldoo.com platform performance, targeted sport characteristics and bottom-up budget method. With planned budget (of TOKEN LAUNCH soft and hard cap), boosting growth with strong advertising support and also with organic growth and guerrilla marketing, free and paid press campaigns, offline challenges, trials and camp events we predict the following numbers of users in the ecosystem of TalentIDO marketplaces:

Number of users	2022	2023	2024	2025
Football	350.000	750.000	1.100.000	1.500.000
Basketball	50.000	250.000	550.000	1.000.000
E-sport		50.000	250.000	550.000
Additional sport		50.000	150.000	350.000
Additional sport			50.000	150.000
Total TalentIDO ecosystem	400.000	1.100.000	2.100.000	3.550.000

SOFT CAP (indicated by an orange bracket on the left side of the table, covering the Football, Basketball, E-sport, and the first Additional sport rows)

HARD CAP (indicated by an orange bracket on the left side of the table, covering the second Additional sport and Total TalentIDO ecosystem rows)

FINANCIAL PLAN

The below prepared financial plan is based on the numbers we achieved and campaigns we did up to date with the football platform - Fieldoo.com.

Planned numbers are based on current performance and targeted markets characteristics & bottom-up budget method.

Assumptions

Linear assumption distribution of TalentIDO funding correlates with the planned sport marketplaces release. In order to achieve the goals and the planned introduction of blockchain solution, the football marketplace requires a set budget of 10 million EUR. Second planned marketplace is basketball, followed by E-sport, each with an individual budget of 5 million. Additional sport requirements, for cricket, volleyball, hockey, handball or any other coherent addition, are set up to 3 million EUR.

- » Required funding of the operational football marketplace is set as a soft cap limit.
- » Required funding for an operational release and business distribution of major team sport marketplaces is set as a hard cap.
- » Revenue streams are based on the working football marketplace.
- » User ratio of the sport chain, between players and intermediaries, agents, scouts and clubs is 90:10. Out of each new 100 users of TalentIDO marketplaces, 90 is players.
- » The set conversion rate from a free user to paying user is set for each revenue stream in the above presented plan. We assume that the conversion rate will increase with the recognition of TalentIDO brand and subsequently each individual marketplace brand.
- » All sport marketplaces revenue and cost prediction are based on the historic data of football marketplace and weighted with individual sport market and regulatory research conclusions

TOKEN USAGE AND VALUE

The currency of TalentIDO is the Talent token (TAL). From simple verification process or profile upgrade to paying for private camps organized by third party organization, all the services and products within the network will be based on TAL. Users will be also able to earn TAL tokens with cooperative behaviors and by helping community grow, for example with reviews, recommendations and content participation to TalentIDO media. Every success story on TalentIDO will be rewarded from the user point of view. TalentIDO Talent token (TAL) thus represents the fuel of the TalentIDO network and platforms, used by members worldwide.

The key objective of TAL is to create value to the ecosystem. In order for the value to be created a user action and its effects are required. William Mougayar, Blockchain strategist and author, suggest that token utility and value lies in the framework of role, purpose and feature that an individual token has.

TALENT TOKEN VALUE

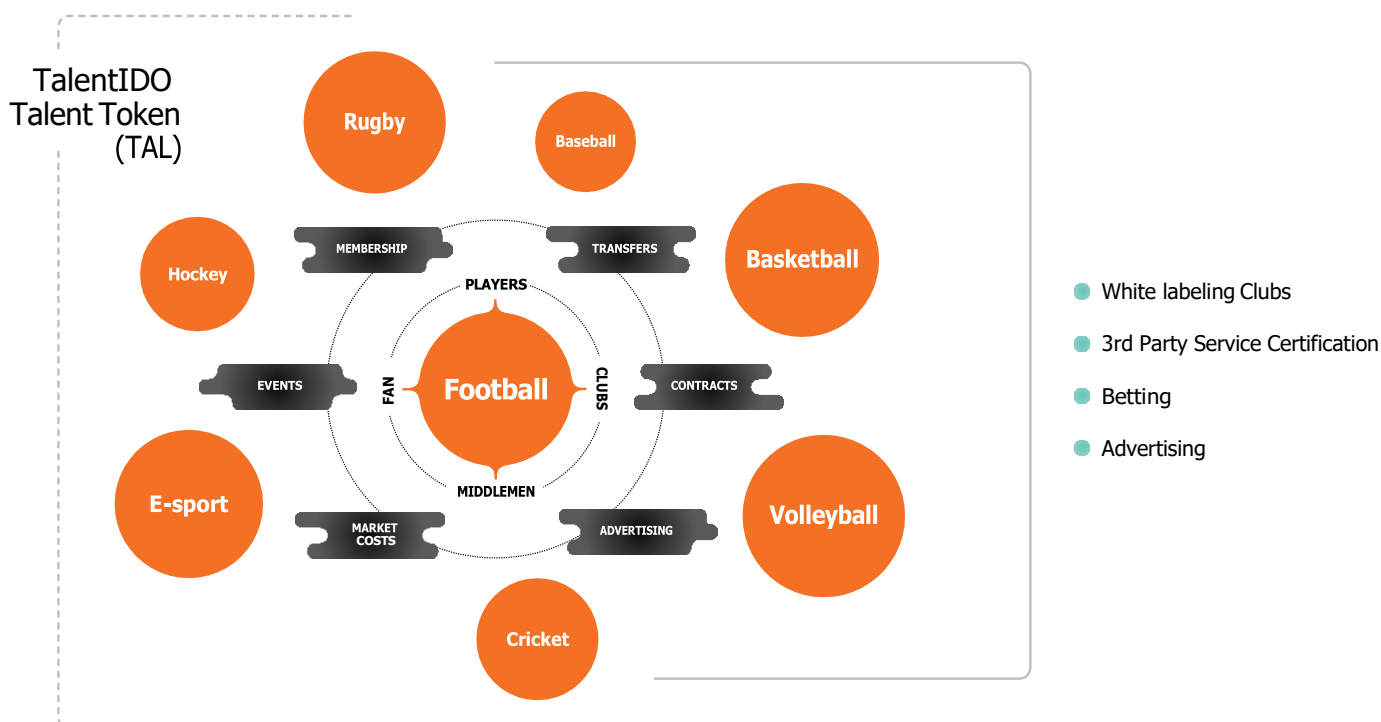
- » Starting with the basic role The Right; **owning TAL will give a TAL owner plain access to the market.** The purpose is the engagement of TAL owners in the TalentIDO ecosystem, platforms, marketplaces. For players, agents, clubs that means access to the marketplace and its products. For fans it means the contribution to the ecosystem through which they become an active member of the sport ecosystem and for others it provides ownership right.
- » The token is also an atomic unit of value exchange, resulting in the creation of a transactional economy between buyers and sellers. This consists of features that allow users to earn value and to spend it on services that are internal to the inherent ecosystem. **Users of the TalentIDO ecosystem will earn value by doing active work.** Players, agents, clubs will earn value with making transfers and other actions. For each transfer or action, they will earn value, TALs. Fans will contribute content, share information and through voting procedure curate the ecosystem. They will earn TALs for all actions.
- » The Talent is also the **pay-per-use rail for getting on the TalentIDO blockchain infrastructure or for using TalentIDO products or services.** This also ensures that users have skin in the game. For players, agents, club it means that for using TalentIDO online transfer solution, they will pay a usage (transaction) fee. But at the same time TalentIDO smart contract solution for transfers will save them money and ensure the execution of the contract from the transfer. Fans will pay a fee to create an avatar and actively participate in the ecosystem, but at the same time they value exchange role of TAL will provide them an opportunity to earn Tokens.
- » The TAL will enrich the user experience, including basic actions like joining TalentIDO marketplace, or connecting with other users. Users – players, agents, clubs, fans and others – will be able to gain value by recommending TalentIDO marketplaces, helping users onboard, etc.
- » An increased equity of the project owner company is going to enable an increased intrinsic value of the TAL. We want to share the upside with the stakeholders, TAL owners. For TAL owners that will result in a benefit sharing from all aspects of TalentIDO vertical solution.

TALENT TOKEN USAGE

Talent token (TAL) will primarily be used on TalentIDO platforms:

AS AN OFFICIAL CURRENCY FOR ONLINE TRANSFERS

Marketplaces will enable that a complete cycle of a sport transfer is paid in TAL tokens. Also all transfer fees, commissions and other potential financial outputs from an individual sport transfer will be paid in TAL tokens.



AS A Sport IDENTITY VERIFICATION = MEMBERSHIP PROOF

All members holding TAL tokens will be able to identify themselves within the community and participate in benefits of being a member of TalentIDO with a SSI module.

FOR BUYING SERVICES AND PRODUCTS

All services, starting from subscriptions, service upgrades, to trials, camps or any other events, will be paid in TAL tokens.

Not only common transactions for buying products and services will be subject of TAL token trade, but also MICROTRANSACTIONS within TalentIDO marketplaces, required for every change, confirmation, verification or other defined user action, subject of a TAL token microtransaction. With the growth of TalentIDO and its marketplaces, the increase in users would open a second layer of services and products that we could directly market through the platform. An online merchandising store of professional equipment for football clubs is planned in the near future to expand TalentIDO range of activities and as well TAL token utility. Partnerships with companies offering game analytics and investment advisory service is also an interesting option to expand the horizon of the TAL token.

FOR SHARING BENEFITS

Owning TAL, even though not being an athlete or a club, will open a set of benefits on all verticals we are going to implement into TalentIDO ecosystem. TAL owners will be able to buy premium tickets for exclusive events cheaper, they will be able to buy special merchandising cheaper or they will get exclusive access to better deals of sponsors when the TAL is going to be integrated into their marketplaces.

We plan to go beyond the TalentIDO platforms with a plan to provide a white label token solution for big sport clubs and verification standard for sport service providers.

TAL token A STANDARD VALUE TOKEN FOR WHITE LABELING SPORT BRAND TOKENS

Clubs could create their own brand tokens in order to engage their community. From club payment to fan experience, loyalty programs, ticketing.

Fan shop products and services and as well food and drinks and catering services in the stadiums and games. Champions League competitors or top tier clubs could save over seven or eight figure numbers per year by simply reducing the number of currencies used to facilitate transactions. The white labeled brand token enables the all-encompassing vision of a decentralized currency that will allow transactions to become seamless and risk-free for clubs operating across multiple currency jurisdictions. White labeling the brand token on the base of Talent token proves its value when we are considering sporting rivalries. A fan of certain club would never buy a rival club tokens, but when on the rival stadium he could still use tokens from his club, because of the same standard – TAL token.

CERTIFICATION PROTOCOL OF SPORT SERVICE FOR THIRD PARTY SERVICE PROVIDERS

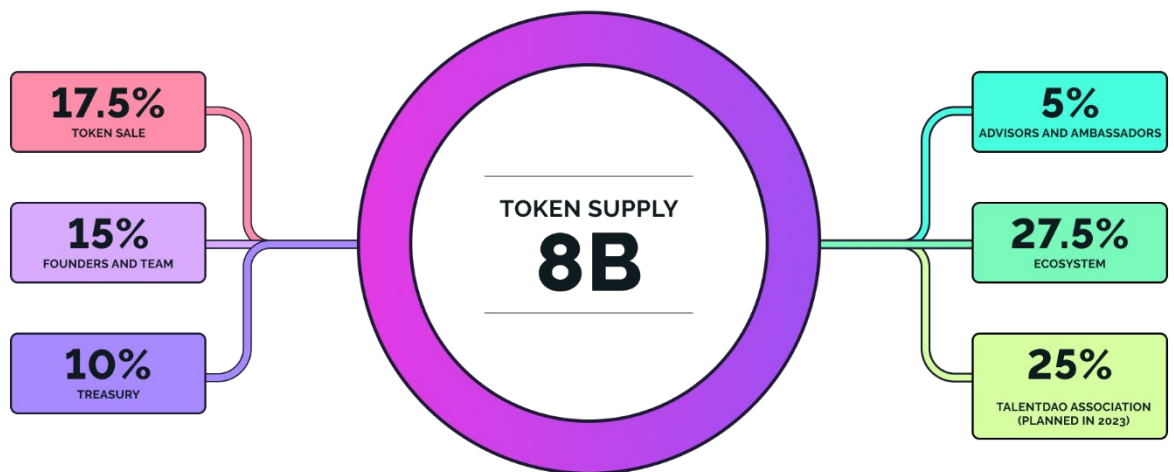
Private academies, amateur clubs, companies or individuals offering sport camps, or any other sport related services could use a TalentIDO protocol that would verify their service or business without being an official TalentIDO user. The verification or certification protocol could be presented as sport passport like above mentioned sport identity verification, paid with Talent tokens.



TAL TOKEN DISTRIBUTION

The issuing of TAL tokens will be controlled by a smart contract deployed on the Binance Smart Chain. The token will be based on ERC20 standard with a BEP-20 smart contract. **Minimum target for the public sale is set to \$0.25 million and the hard cap is set at \$1.44 million in total. The token price on the date of public sale will be set to \$0.06 Minimum.** TalentIDO will not provide an uncapped public sale because the business plan and costs are clear. Also, we are trying to avoid harmful movements in tokenized economy that could affect not only our project but the entire community. TAL token crowd sale is going to be automated with included security measures. If the minimum goal is not reached, TalentIDO won't be able to access the funds, and participating contributors will get a full refund. This measure will protect the contributors and will eliminate the need for an escrow. At the same time, our team will prioritize the technical development of the platform in order to deliver the features as comprehensively as possible. A total of up to 8 billion of non-mineable TAL tokens will be issued, because there are approximately 8 billion human beings (potential talents) on this planet. Contributions will be made available in ETH (Ethereum), BTC (bitcoin), other crypto currencies and Fiat. The amount for each ETH or BTC contributed during the TAL Token public sale will be calculated on the specified date and will be depending on the value of the method.

The TOKEN LAUNCH contract will be directly linked to the Token contract so that instant issuance of tokens will be possible. Users will be able to see in real time how many tokens they will get in return to their contribution and will not need to wait for an extended period to get them (sending will be enabled immediately after the public sale ends).



Tokenomics Table

TOKEN SALE	1,400,000,000	17.5%	Unlocked as per token release schedule
FOUNDERS AND TEAM	1,200,000,000	15%	1 year fully locked then linear vesting over 24 months
TREASURY	800,000,000	10%	3 month fully locked then linear vesting over 24 months
ADVISORS AND AMBASSADORS	400,000,000	5%	6 month fully locked then linear vesting over 24 months
ECOSYSTEM	2,200,000,000	27.5%	6 month fully locked then linear vesting over 24 months
TalentDAO Association (planned in 2023)	2,000,000,000	25%	Tge 15%, 6 month fully locked then linear vesting over 24 months
TOTAL SUPPLY	8,000,000,000	100%	

Distribution Table

ROUND	ALLOCATION	PRICE	%	RAISE	LINEAR TOKEN RELEASE
SEED 1	240,000,000	\$0.01	3.00%	2,400,000	Linear 24 months (4.16% per month)
PRIVATE 1	400,000,000	\$0.02	5.00%	8,000,000	Linear 20 months (5% per month)
PRIVATE 2	640,000,000	\$0.03	8.00%	19,200,000	Linear 16 months (6.25% per month)
PUBLIC PRESALE	96,000,000	\$0.055	1.20%	5,280,000	20%, linear 10 months (8% per month)
PUBLIC IDO	24,000,000	\$0.06	0.30%	1,440,000	NA
TOTAL SUPPLY	1,400,000,000		17.50%	\$36,320,000	

EARLY FUNDING

The project was started mainly with founders' own savings, who as well developed Fieldoo.com. and its initial database of users. The funds will be spent on launch of the platform and preparation for expansion with partnerships. (for more information about progress, refer to the Roadmap).

INTELLECTUAL PROPERTY

Contributors into the project contribute voluntarily and their participation cannot in any way be defined or treated as an equity investment into the company that owns the project and IP on the address TalentIDO.com. Contributors agree with Terms of Service published on TalentIDO.io.

The ownership of the token does not include the right to:

- » Ownership of the company
- » Ownership of the service's IP
- » profits of the service
- » Participate in decision making, unless options are put up on voting to token holders

The company owns all intellectual property of the service, which includes:

- » Brand name and domain
- » Source code of the website
- » Ranking algorithm
- » Database of profiles Contributors / token owners do not get any ownership of the company's intellectual property

Total number of generated TAL's: 8,000,000,000

- » Tokens will be sold in the TOKEN LAUNCH in Phases of Seed, Pre Private Sale, Private Sale, Public Sale and some tokens kept for Staking to secure funds for further product development, operations and international expansion
- » 15% of tokens will be held by project founders and the rest of the team (locked for 12 months)
- » 10% of tokens will be given to the Treasury.
- » 25% of tokens is intended for the initial stocking of the TALentDAO Association to award contributors, who help build and curate our database of entities
- » 5% of tokens will be awarded to our advisors and ambassadors that helped the project with their knowledge and expertise

Approximately 50,600 ETH will be required to build the whole ecosystem of TalentIDO. The funds will be allocated as follows:

- » Software development - 10%
- » Administrative - 10%
- » Marketplace development - 8%
- » Ecosystem development - 38%
- » Support of development community - 12%
- » Consulting services and outsourcing - 8%
- » Marketing campaign - 14%

USE CASES

As presented in the paper, TalentIDO project is not idea based, but rather a fully operational project with more than 300.000 users on the primary marketplace, football. Business model was tested and revenue streams are working. The planned tokenization of users is not starting from scratch, but rather as a direct upgrade on the existing real business cases. TAL will replace fiat money as the currency on TalentIDO platforms.

Buying subscription

John Bravo, a promising football player seeks new opportunities. He joins TalentIDO marketplace, register, creates and completes its profile = sport CV. In order to get more exposure, he decides to upgrade his account. He buys TAL tokens and upgrades to a monthly subscription package in order to get more features from the marketplace.

Paying for an event

He decides to attend a summer camp in order to prepare as good as possible for the transfer period. He booked a place at one of Fieldoo events in Spain. Paying with TAL tokens he receives a discount on the camp fee.

We set up 7 events throughout Europe in the last couple of years. On each trial or camp event we had 30 players that paid up to 1.500 EUR for 10 days full board event. This means 45.000 EUR revenue event, where we also could top this up if players sign contract with local or regional clubs. Fieldoo gets extra transfer fee for that. The event fee is at the moment collected in fiat, but will be substituted by TAL.

Avatar = performance passport

John decides to track his progress on the camp and beyond. He collects his TAL and creates an avatar or performance passport. He buys TalentIDO smart sport tracker that collects his performance data during his general sport activity, trainings and games. The device is collecting his performance data, which is reflected through avatar. John is happy with his progress, but he wants to improve his deficiencies in the game and with the help of his avatar buys a few online coaching lessons that will help him improve the game. John is now ready. He wants to go on a trial.



Advertising services on TalentIDO marketplace

On TalentIDO marketplace John finds a Spanish based private academy which is looking for 25 young players to attend their trial. The academy chooses to advertise on TalentIDO because they can directly get in touch (via email or message system) with their targeted clients - football players – members of Fieldoo community. Football marketplace has more than 300.000 users. The academy is paying in TAL tokens to reach and present their service to players – targeted customers. The academy got more than 250 applicants (players that applied to the Market Post) and converted 17 players to paying customers. Our player, John, is one of them.

Verifying sport data

At the same time his profile is updated with his past sport achievements/career history. Because John's highest level of playing was a 3rd division in Sweden, he was not able to find his data in popular databases of the sport world, as they only provide info for top tier level. Currently his career history is not traceable or easily exposed on the web. The only official link is the Swedish 3rd division club page, but most club or intermediaries will not look for this page. His career history basically does not exist for the sport industry people. With TalentIDO sport identity protocol he will verify his entire set of data on the profile and get a verified sport passport into his crypto wallet.

As official payment method for online transfers

On the trial John is spotted by a scout of English League One club. They connect online on the marketplace and agree that John comes on a week-long trial in UK. John satisfies the demands of club coach and the club wants to sign him. A club representative logs-in to Fieldoo, clicks on the contract option, fill in the gaps in the contract and sends it to John. He agrees and accepts the contract. Fieldoo verifies it. The contract is automatically in place and confirmed by all parties involved. Block- chain technology will ensure the contract and as well ensure that contractual obligations are fulfilled by the parties. A complete cycle of a sport transfer is paid in TAL tokens. No legal issues for John. No costs for the club. Through blockchain only relevant (partial) information from the contract will be send to each institution that need to know or to have information from the contract (example: FIFA TMS, national football association). Transparent, secure, anonymized and above all cost effective service for sport.



TECHNICAL WHITE PAPER

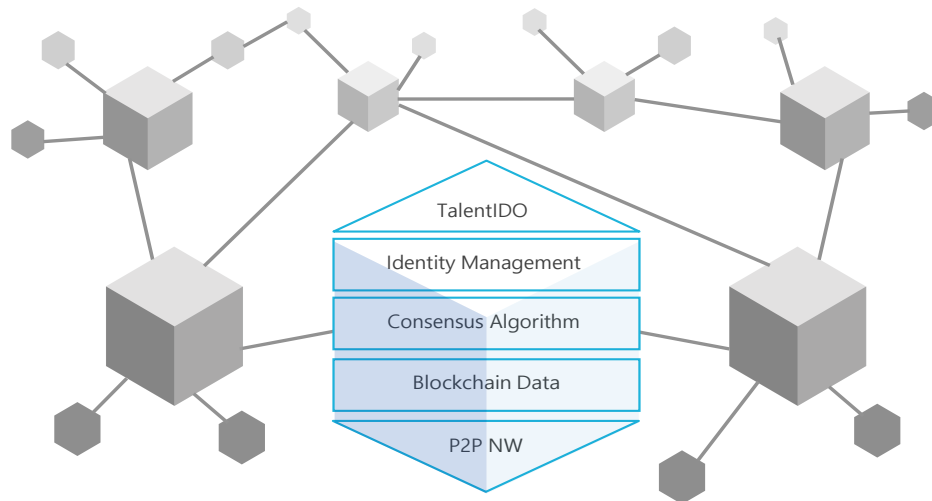
Among the core technologies of above-mentioned TalentIDO, TAL generation algorithm, TAL transaction processing and TAL reward algorithm have been verified by developing an alpha version with the Casper Blockchain. As a result, TalentIDO was developed based on Casper (version 1.2) for following reasons. Nodes that have undergone specific verification procedures can participate and anyone can develop DApp to promote service in TalentIDO.

- a) As a module architecture, it is compatible with other DApp and protocol
- b) Differentiated implementation of consensus algorithm for each DApp
- c) Modularization of own algorithm
- d) Increase block creation speed
- e) Definition and operation function between networks (channels) of nodes

Ethererum vs Casper

Casper is a distributed, open-source platform based on modular architecture with high degree of confidentiality, resiliency, flexibility and scalability. It supports plug-and-play of various components including proof of agreement, enabling implementation of various DApp applications.

Characteristics	Ethereum	Casper
Description of the Platform	Generic Blockchain Platform	Modular Blockchain Platform
Release History	July 2015	July 2018
Crypto Currency	Native : Ether Tokens (Usage, Work) via Smart Contract	Native : CSPR Tokens (Usage, PoS) via Smart Contract
Governance	Ethereum Developers Enterprise Ethereum Alliance	AMAZON AWS, Fountainhead, BSN, Accubits, Ledger, BitGo, Chainlink
Consensus	Mining based on PoW All participants need to agree Ledger Level	Selective Endorsement. Consensus can be even within a channel with select parties instead of everyone. Transaction Level
Network	Permissionless, Public or Private	Permissionless, Public or Private
State	Account Data	Key-value Database Transaction Log, World State
Smart Contracts	Solidity	Rust
Development Languages	GoLang, C++, Python	WebAssembly



1. P2P NW

1. P2P NW

- a) Node has the role of peer, endorser, and orderer.
- b) Peer stores transaction contents and updates with new contents.
- c) Endorser provides proof of agreement on the contents of the transaction and guarantees the contents of the transaction by signing.
- d) Orderer provides communication channels and defines and manages the order of the blocks.
- e) Each node has information about itself and exchanges it for communication.
- f) Each node sends and receives messages using untraceable messaging protocol.
- g) DApp can communicate with peer using the SDK.

2. Blockchain Data

- a) Transmit and receive transactional information about the quantitative POT and its data about talents and efforts.
- b) Contents of talent, TAL and POT are kept in different transactions and channels.
- c) Information is encrypted and interpreted with a hash function and Hex value.
- d) Transaction and RW (Reads & Writes) sets, and authentication information registration
- e) Record transaction execution result and snapshot in KVS type state DB.

3. Consensus Algorithm

- a) Only nodes that have undergone a specific validation process in advance (Permissioned mode) can participate.
- b) Endorser-order model is the method for proof of agreement. 3 consensus steps
- c) endorsement, ordering, and validation processes are followed.

4. Identity Management

- a) All participant identities are managed within protocol ecosystem.
- b) Entity, participant and asset and Smart Contract management.
- c) Management of system components such as network, server and execution environment.
- d) Object information management for compatibility with other protocols and DApp.
- e) User identity management within the TalentIDO's DAPP and realize Single Sign On.

5. Casper

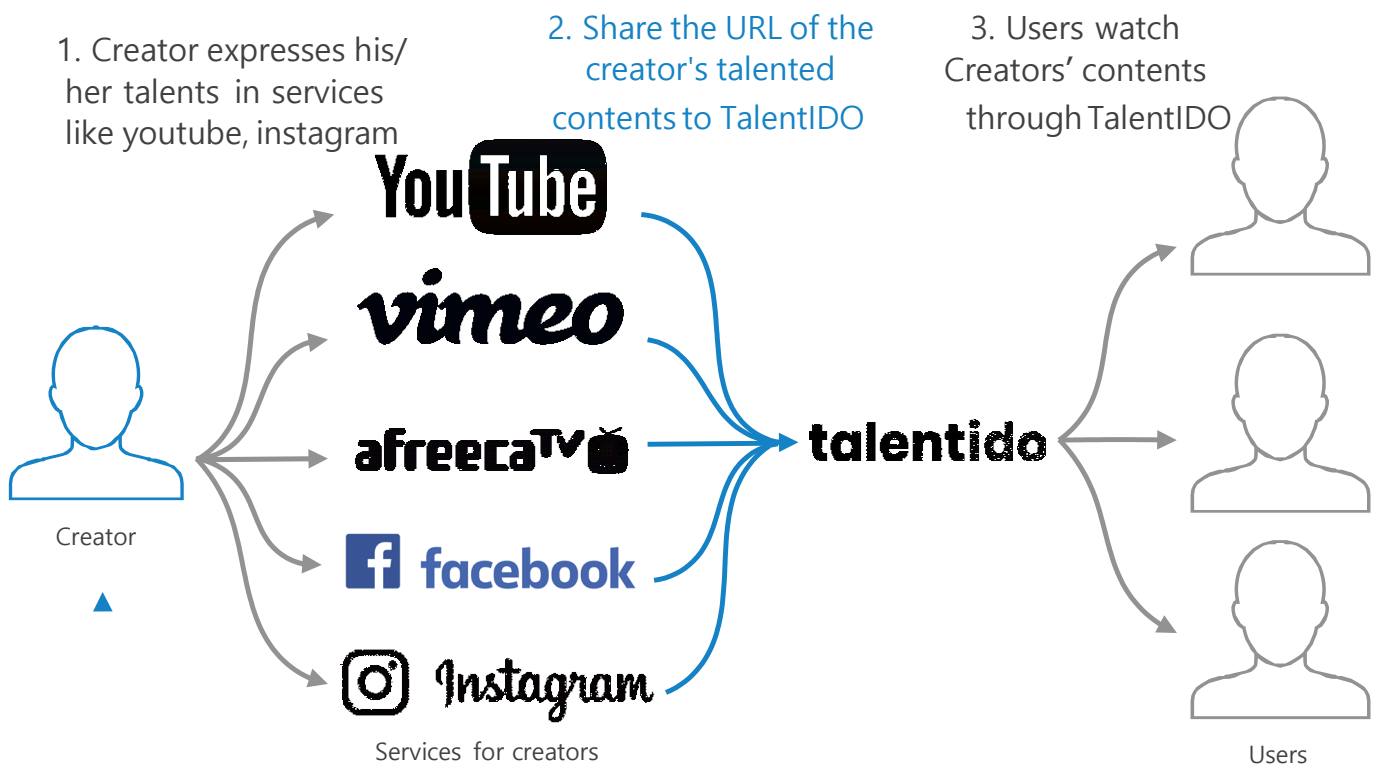
- a) Smart contract such as POT generation algorithm, TAL transaction processing and TAL reward algorithm is programmed with Casper.
- b) TAL is defined via TalentIDO as the native currency.
- c) POT is defined via TalentIDO as the talent value calculated.

6. NLP based on Deep Learning

- a) The qualitative evaluation of talents is organized by systematic evaluation through three stages of natural language processing, understanding/generation and classification.

Output Data: Systematic Assessment

Properties	Response	frequency	talent weight	POT
fashion	positive	0.62	0.28213	0
Individuality	native	0.01	0.25791	2
Charm	positive	0.74	0.35696	357
voice	positive	0.91	0.48767	91
dance	positive	0.87	0.40761	120
Fandom	native	0.12	0.20801	236



Business Ecosystem

TalentIDO has the role the business platform in the ecosystem, also as a protocol. The core DAPP for expressing talent, and the service DAPPs that help people make income by using various talents to connect people and people, provide economic support to all participants in the ecosystem. Record storytelling, Collaboration of design works, Debut of POP Stars, Service DApp: An application service that allows users to find, share, and monetize the talent they need, and also features specific to their talents and services.

Market Penetration & Web3 Strategy

Creators of existing social services, such as Youtube, Vimeo, Facebook, and Instagram, etc can get new another profit source by TalentIDO's reward system with a very simple way to share the URL of their content to the core DApp. At the same time, since viewers are compensated, both of Creators and viewers are provided usage drivers. Therefore, TalentIDO serves as a portal (contents link collector) of existing social services, and promotes user inflow into TalentIDO rapidly. It will expeditiously penetrate the market, but it will lead the market to win-

win-win growth, not competition, through user sharing with existing social services. Now it is time to create a new market that creates new value beyond the aspiration of competitive advantage, creates common value with users, engages collaborators, builds infrastructure, and competitors participate. This market creation strategy is the snowball market strategy and the strategic direction of the project.

Step II. Own Platform & Identity Build Up

The core DAPP TalentIDO establishes its identity as they develop from the portal role of existing social services to the platform that is equipped with the intrinsic value pursued by the TalentIDO. It builds functions for Talent expression> Talent proof> Talent value visualization by POT> Talent practical use & utilization, which is core process of TalentIDO, and introduces and expands

Step III. Specified Services

The core DAPP, TalentIDO, penetrates the market and inflows users, while at the same time service specific DApps are built on the TalentIDO.

People have a variety of talents, and they must be able to be expressed and utilized according to their talent characteristics. DAPPs optimized by category provide UI / UX and a variety of experiences to suit the characteristics of talent. These specialized services do not necessarily have to be newly created, but they can also participate in the TalentIDO by using the Reverse DAPP method. In this case, a block chain interface is provided so that it can be easily switched to Reverse. It also provides a blockchain interface to easily build DApp even if you have an idea for a service.

Step IV. Ecosystem

After maximization of fast user inflow, currency issuance & distribution, and building core DAPP and service DAPPs, we build ecosystems to leverage practical talent usages and tokens usages at on and off-line.

Participants in the TalentIDO ecosystem cooperate, share resources, create, and evolve with each other and with each other and with the surrounding environment. Entrepreneurs in ecosystems co-evolve their capabilities around these talent innovations. They will work together to support the ecosystem, meet the needs of each other, and ultimately realize market innovation.

Other talent categories:

DApp	POT	Provided services	How to use TAL	Related companies
Entertainer	Acting power, appeal, hand technique, expressive power, originality, humor, etc.	Photo and video content	support	Entertainment agency, event company, mass culture arts group
		Lecture & share information in each field	Tuition	
		Performances such as magic, songs, musicals	Buy tickets	
Dance	Originality, appearance & voice, charm, content & skill	Photo and video content	support	All companies in the field of MCN companies and creators related content, event companies
		Viewers participating events	Event participation fee	
		Know-how & information lecture & sharing	Tuition	
Beauty & Fashion	Expressiveness, originality, product selection, etc.	Photo and video content	support	Cosmetics, clothing, advertising, filming, online shopping
		Personal Styling (Coordination)	Styling cost	
		Business Makeup	Business cost	
		Clothing production	Clothing purchase cost	
Design	Innovation, originality, etc.	Sale of goods	Buy goods	Offline goods store, pop-up store, industrial design company
		Collaboration of works	Request cost	
		Design outsourcing	Request cost	
Cartoon	Appealing, expressiveness, creativity, etc.	Webtoon, illustration	Paid work payment, referral fee	Game companies, animation companies, education offices
		Story production and inspection	Story advising and inspection costs	
		Lecture & Sharing	Tuition	
Art	Originality, philosophy, expressiveness, etc.	Work	Buy works	Art collector

Cook	Performance, taste, decoration, etc.	Knowhow, Recipe Lecture & Share	Tuition	Catering companies, marriage companies, etc.
		Online food & materials sales	Cost of purchasing food & materials	
		Business lunch	Business cost	
Social Sports (*)	Physical abilities, playing sense, social skills, affinity, etc.	Hold games and meetings	Fee	In-house sports welfare companies, existing sports clubs, beverage and catering companies, fitness centers * Badminton, Futsal, Bicycle, Bodybuilding, Billiards, Basketball, Baseball in social clubs
		Video content	support	
		Rival Match Service	Service fee	
		Personal Training	Service fee	
e-Sports	Playing sense, physical, game development ability, situation judgment ability, commentary ability, etc.	Hold games and meetings	Fee	Middle and High School, Game Company, Professional Gamers, Army
		Game development	Development cost, sponsorship	
		Gameplaying lectures	Tuition	
		Comment on the game	Speaker Invitation Cost	
Video & Photography	Shooting tech, expressive power, editing, etc.	Photo and video shoot	Shooting cost	Advertising companies, camera rental companies, model companies
		Compositing and Editing	Editing cost	

SelfIDO Process & Market Rules

The underlying principle of Talentido is to allow Creators (Athletes, influencers, movie stars, singers, entrepreneurs) to easily raise funding, using the personal brand, reputation and/or talent & potential as collateral asset.

Our platform will issue social tokens and NFTs linked to two things 1) personal brand (SelfIDO token) of the creator with a talent development contract as smart contract and 2) artworks, rights or virtual goods issued by the creator as NFTs.

Our business is based on the Creators ability to raise funding, so the more tools they have the more benefit we will all see. However, we must balance this with simplicity and ease of use, therefore both processes will be similar and mostly automated.

Since the naming of different types of tokens (based on their utilities) can be confusing, we decided to create our naming system in order to facilitate our internal discussions. Again, 2 names, 2 products, one process.

The social token will be named after the name of the talent, those tokens created on the IDO process (and subsequent token increases) and NFTs Drops (Tokens linked to projects, art works, virtual rights or virtual goods). Both would look similar in the User Interface. Some Creators will have just social tokens and some will have both. Anyone could buy both, depending on their interests. Buying process will be identical for both.

Therefore, there are two processes from the creator perspective: Personal IDO – mandatory for every user, and for which we can charge fees upfront (or at least above certain threshold or IDO value) and NFT Drop, only for those who want to do it, which is the process of selling a creation or fundraising for a project.

Since the scope of Creators is so large, it's advisable to have this system to allow for a more comprehensive reach. Bigger stars will most likely benefit from both, and maybe more interested on the NFT sales (so they have to share any revenues) - while smaller or up and coming talent may just get funded from the IDO side, as they need the financing more.

The greater tools we give, the more engagement we will have from creators.

The mechanics for both are similar. Both processes can be largely automated and will be not much different than registering on other app, as we should automate the decision process (number of tokens to issue, price, etc....) to make it seamless.

The process of buying NFTs on Talentido (either IDO tokens or actual NFTs) will be as simple as buying on any e-shop, paying with crypto or fiat currencies.

Initial IDO Process

1- Anyone can IDO on Talentido permissionless

The process will comprise of a registration, wallet creation, Personal IDO assessment (based on followers, questions, market, etc....). That would result on the value per token, and the ability to mint tokens with one click.

2- Upon launching an IDO

- a) The system will automatically mint 1000 Tokens (The talented person).
- b) Tokens will be based on smart contracts of which 100 will be ready to be sold immediately.
- c) Each token will have an IDO value of between 1 to 100,000 USD or Crypto equivalent.
- d) All Initially minted tokens will give provide same rights to its holders.
- e) Creators will get 2% on the incremented value for every token exchange of their issuance.
- f) Creators can destroy any token they own.

Exchanges & Capital Increases

3- Anyone on Talentido can buy & sell tokens

4- Tokens provides the holder with the follow rights

- a) Selling rights: Sell the token.
- b) Community: Access the community of the token creator (when existing)
- c) Revenue: An equivalent part of a 10% share of the sales of the token digital goods (NFTs).
- d) Access: Advanced or exclusive access to the token issuer's NFTs.

5- Financing through token increase

- a) Voluntary Increase: The creator can always increase capital at last exchange/sale price in tranches of 100 tokens, if the previous 100 have been sold. Never beneath last sale/exchange price.
- b) Automatic Increase: Once the Initial demand 100 tokens is exhausted and/or 1 token is exchanged by token holders for 50% over the IDO value, an additional 100 tokens will be made available at such price by the issuer automatically until it reaches 1000 total minted tokens.
- c) Token rights: All IDO tokens hold similar rights as specified above.
- d) Split: Once all first 1000 IDO tokens have been sold by the token creator, an additional 1000 can be created with the price of the last issued or with a lower price and/or different rights.

Compliance & Penalties

Non-Compete: If any token creators get listed on a different Talent market, its tokens will continue to trade, but fees will be retained by Talentido.

If a creator sells its NFTs through another exchange, tokens will continue to trade but fees will be retained by Talentido.

Market Manipulation: If creator is found to manipulate their token price, tokens will continue to trade but fees will be retained by Talentido.

Rights fulfilment: If a token creator sells an NFT and does not fulfil delivery the NFTs rights, promised or goods, tokens will continue to trade but fees will be retained by Talentido and distributed amongst token holders.

IDO Freeze: We have the right to freeze IDOs, prevent issuers from issuing more and halt trading upon suspecting of foul play.

NFTs Drop by token creators

Creation & Sale of NFTs: Only Creators who had created and IDO can create NFTs on our platform. When an NFT is created and available for sale is called an NFT Drop (according to popular NFT sites!).

NFTs can be works of art, collectables, contracts, content, access rights, virtual goods, booking rights, or virtual merchandise, e-tickets.

Creation & Price: T-share Issuers can create as many NFTs as they like but only own our NFT creator. They are free to price them, as they wish. 100% of the initial sale prices will go to the NFT Creator, except for the 10% that goes to the token holders and our 10% NFT Drop Fee.

Royalties: NFTs will provide creators with a 0,05% of each transaction/exchange as legacy royalties, of which 10% goes to social token holders.

TALENTIDO PLATFORM

Talent Tokens (TAL)

TAL rights: TAL holder will have exclusive access to Talentido's special NFT collection (made in junction with A List stars for charity causes).

Platform Fees & Conditions

IDO Fees: When a creator mints its first 100 tokens, its considered an IDO. We collect 10% for each token whether it's an Initial, Voluntary or Automatic or a Split IDO.

NFT Drop Fees: When a NFT is made available for sale, it is considered an NFT Drop. We collect 10% of the initial sale price of any NFT sold in the platform

Transaction Fees: 0,05% Per transaction on the transaction value of smart contract tokens & NFTs.

TALENTIDO TEAM



Klemen Hosta, founder and COO

A founder of Fieldoo with corporate experience and a big startup enthusiast. Klemen has experience in project management, IT and business development. He applies his corporate finance and sales experience into a startup environment to disrupt the sport industry. Klemen is an economics graduate and holds a Masters Degree in International Law and European Studies from the University of Barcelona. A big sport fan and football connoisseur, Klemen was also a national junior champion and a member of the Slovenian national team of table tennis. Sport provided him with discipline and life ethics, and even today sport plays a major role in his life.



Hendrik Klein, founder and partnerships

German entrepreneur, investor, investment manager, prop trader at LBBW and former athlete based in Zürich. Youngest person in Europe ever to have acquired a bank (age 27), and subsequently founded and ran his own Swiss investment management company, successfully taking it public in 2014. Restructured distressed Italian Luxury Shoes manufacture Bruno Magli and sold it to Neuberger Berman, closed Licenses with FC Manchester United and NBA.



Aashish Khanna, COO

Aashish has been working as a Sport Consultant involved in Concepts, Management, Execution & Kitting of Sporting Events, Clubs, Academies, Tournaments both Nationally & Internationally besides handling Merchandising, Sourcing & Institutional sales Channel for both branded and unbranded products. What started as a hobby in 1988 for organizing Football Tournaments at Delhi has now spread to a wide array of many sporting events and properties based throughout Europe and South Asia. He has been part of numerous amateur & professional tournaments, sporting events as an organizer as well as a consultant and added with his travel & exposure to many countries for a number of these events - his experience of 3 decades in this field and local knowledge of many countries and culture add up on the value of the events he has been associated with. He has played amateur football with many clubs in India as well as Europe and is also involved with Grass root Development & Educational Programs in Football.



Philippe Strittmatter, CFO

Philippe graduated from the University of St. Gallen with a degree in business administration and went on to receive his master's degree at the University of Zurich. Today, he is the managing director at a wealth management and trading company. Furthermore, Philippe has turned his passion for football into a career. He not only received the FIFA agent accreditation but also completed the CAS in International Sport Organization at the University of Zurich in collaboration with the FIFA. He is the current director of the Swiss Football Agents Association and has recently become a partner at Footuro AG, a Zurich-based football agency. In addition, Philippe has helped various startups gain a foothold in the market and is always on the lookout for new opportunities.



Arno Sardelic, CMO

20 years of board and shareholder level experience, yet still capable of hands-on execution of projects. Created, managed and monetized enterprise shareholder value. Experienced blockchain entrepreneur with an extensive network of influencers and community managers.



Daniel Biesuz, legal advisor

FinTech entrepreneur and blockchain enthusiast with special focus on innovative business. Advisor to Blockchain & Tech Companies | Legal Structures | Business Development | Crypto Asset Management. Legal Tech Advice | M&A Specialist | Business Developer



Julian Hlousek, head of compliance

+5 years of experience in Senior Compliance roles at financial services firms. Reporting and Organization



Dominik Rinderknecht, PR and communications

Advisor in PR, Miss Switzerland 2013, actress, model and DJ. Education Bachelor in communication and public relations University Zürich



Yael Lilienfeld, Talent Scout

Advisor in Music and Sports Talents, Born and raised in Zurich, Switzerland, Yael Lilienfeld relocated to NYC as a young model. In 2011 she launched her first, and what is to become her signature jewelry collection, Precious Secrets®.

ROADMAP

2021

UP GmbH established

2022 Q1

TalentIDO brand for multiple marketplace established;
TOKEN LAUNCH preparation period • TOKEN LAUNCH enrollment

2022 Q2

TalentIDO TOKEN LAUNCH
Expansion market research • Regulatory investigation for new sports

2023 Q1

Blockchain concept integration > Sport passport live for beta users
Listing TAL on Coinstore and Pancakeswap

2022 Q4

Blockchain concept development > Sport passport development
iOS & Android app concept development • Blockchain concept development > Online transfer solution
TalentIDO marketplace marketing partnership agreements
Pre-release testing

2022 Q3

TalentIDO Singular Technical solution prototype
Smart contracts implementation
Front-end design and backend planning
Regulations and general sport legal issues resolved and implemented into technological concept • Fieldoo.com Front-end redesign
TalentIDO use case tokenization > Fieldoo.com

2023 Q2

TalentIDO expansion: Basketball marketplace beta release
Blockchain concept integration > Sport identity passport launched • Mass adoption on TalentIDO use case > Fieldoo.com
TalentIDO Mobile apps launched

2023 Q3

Blockchain concept integration > Online transfers live for beta users
Extended blockchain features integration launched • Performance passport research

2023 Q4

New TalentIDO expansion > Sport marketplace
Aggregated advertising platform release

2024

Blockchain concept development > Performance passport = avatar solution
New TalentIDO expansion > Sport marketplace
Blockchain concept integration > Performance passport = avatar solution



DISCLAIMER

The information set forth in this White Paper may not be exhaustive and does not imply any elements of a contractual relationship. The content of this White Paper is not binding for Universal Projects GmbH and its affiliates and TalentIDO reserves the right to change, modify, add, or remove portions of this White Paper for any reason at any time before, during and after the sale of Talent tokens (TAL) by posting the amended White Paper on the website.

This White Paper does not constitute an investment, legal, tax, regulatory, financial, accounting or other advice, and this White Paper is not intended to provide the sole basis for any evaluation of a transaction on acquiring of the TAL tokens. Prior to acquiring the TAL tokens, a prospective purchaser should consult with his/her own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such transaction.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which prohibits or in any manner restricts transactions in respect of, or with use of, digital tokens.

The TAL token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act of 1933, the securities laws of any state of the United States of America or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

The TAL tokens are not being offered or distributed to, as well as cannot be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases the TAL tokens, such restricted person has done so on an unlawful, unauthorized and fraudulent basis and in this regard shall bear negative consequences.

TalentIDO neither offers or distributes the TAL tokens nor carries on a business (activity) in any regulated activity in Singapore, in People's Republic of China or in other countries and territories where transactions in respect of, or with use of, digital tokens fall under the restrictive regulations or require from TalentIDO to be registered or licensed with any applicable governmental authorities.

Each purchaser of the TAL tokens is reminded that this White Paper has been presented to him/her on the basis that he/she is a person into whose attention the document may be lawfully presented in accordance with the laws of the purchaser's jurisdiction. It is the responsibility of each potential purchaser of the TAL tokens to determine if the purchaser can legally purchase the TAL tokens in the purchaser's jurisdiction and whether the purchaser can then resell the TAL token to another purchaser in any given jurisdiction.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements or information.

The English language White Paper is the primary official source of information about the project. The information contained in English language White Paper may from time to time be translated into other languages. During such translation some of the information contained in the English language White Paper may be lost, corrupted or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and the official English language White Paper, the provisions of the English language original document shall prevail.

RISK FACTORS

The acquisition of TAL tokens involves a high degree of risk. Each potential purchaser of TAL tokens should carefully consider the following information about these risks before s/he decides to buy TAL tokens. If any of the following risks occurs, the TAL platform and the value of the TAL tokens could be materially adversely affected. The risks and uncertainties described below in this White Paper may not be the only one's token holders face. Additional risks and uncertainties may also materially adversely affect the TalentIDO Platform or the value of the TAL tokens.

1. RISKS CONNECTED TO THE VALUE OF TAL TOKENS

1.1. No Rights, Functionality or Features. Tokens do not have any rights, uses, purpose, attributes, functionalities or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities or features on the TalentIDO platform. Company Parties do not guarantee and are not representing in any way to Buyer that the Tokens have any rights, uses, purpose, attributes, functionalities or features.

1.2. Lack of Development of Market for TAL tokens. Because there has been no prior public trading market for the Tokens, the Token sale may not result in an active or liquid market for the Tokens, and their price may be highly volatile. Even if the Tokens are tradable in a secondary market, in practice, there may not be enough active buyers and sellers, or the bid-ask spreads may be too wide. The Token holders may not be able to exit their token holdings easily. In the worst-case scenario where no secondary market develops, a Token holder may not be able to liquidate his/her token holdings at all. Exchanges or platforms that facilitate secondary trading of the Tokens may not be regulated by the applicable laws.

1.3. Risks Related to Highly Speculative Traded Price. The valuation of digital tokens in a secondary market is usually not transparent, and highly speculative. The Tokens do not hold any ownership rights to Company's assets and, therefore, are not backed by any tangible asset. The traded price of the Tokens can fluctuate greatly within a short period of time. There is a high risk that a Token holder could lose his/her entire contribution amount. In the worst-case scenario, the Tokens could be rendered worthless.

1.4. TAL Tokens May Have No Value. TAL tokens may have no value and there is no guarantee or representation of liquidity for TAL tokens. Company is not and shall not be responsible for or liable for the market value of TAL tokens, the transferability and/or liquidity of TAL tokens and/or the availability of any market for TAL tokens through third parties or otherwise.

1.5. Tokens are Non-Refundable. Company is not obliged to provide Token holders with a refund related to the Tokens for any reason, and Token holders will not receive money or other compensation in lieu of a refund. No promises of future performance or price are or will be made in respect to the Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that the Tokens will hold any particular value. Therefore, the recovery of spent resources may be impossible or may be subject to foreign laws or regulations, which may not be the same as the private law of the Token holder.

2. BLOCKCHAIN AND SOFTWARE RISKS

2.1 Blockchain Delay Risk. On the Bitcoin and Ethereum blockchains, timing of block production is determined by proof of work so block production can occur at random times. For example, the Cryptocurrency transferred in the final seconds of a distribution period during the Token Presale, or the Token Sale may not get included for that period. Buyer acknowledges and understands that the Bitcoin or Ethereum blockchain may not include the Buyer's transaction at the time Buyer expects and Buyer may not receive the Tokens in this regard.

2.2 Blockchain Congestion Risk. The Bitcoin and Ethereum blockchains are prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the respective network in an attempt to gain an advantage in purchasing cryptographic tokens. Buyer acknowledges and understands that Bitcoin or Ethereum block producers may not include Buyer's transaction when Buyer wants, or Buyer's transaction may not be included at all.

2.3 Risk of Software Weaknesses. The concept of a token smart contract which creates the mechanism of creation and distribution of TAL Tokens ("Token Smart Contract"), the underlying software application and software platform (i.e. the Ethereum blockchain) are still in an early development stage and unproven. There is no representation and warranty that the process for creating the TAL tokens will be uninterrupted or error free. There is an inherent risk that the software could contain vulnerabilities or bugs causing, inter alia, the complete loss of the cryptocurrency and/or the TAL tokens.

2.4 Risk of New Technology. The Platform, the Tokens and all of the matters set forth in this White Paper are new and un- tested. The Platform and the Tokens might not be capable of completion, creation, implementation or adoption. It is possible that no blockchain utilizing the Platform will ever be launched. Buyer of Tokens should not rely on the Platform, the Token Smart Contract or the ability to receive tokens associated with the Platform in the future. Even if the Platform is completed, implemented and adopted, it might not function as intended, and any Tokens may not have functionality that is desirable or valuable. Also, technology is changing rapidly, so the Platform and the Tokens may become outdated.

3. SECURITY RISKS

3.1. Risk of Loss of Private Keys. The Tokens purchased by Buyer may be held by Buyer in Buyer's digital wallet or vault, which requires a private key, or a combination of private keys, for access. Accordingly, loss of requisite private keys associated with such Buyer's digital wallet or vault storing the Tokens will result in loss of such Tokens, access to Buyer's Token balance and/or any initial balances in blockchains created by third parties. Moreover, any third party that gains access to such private keys, including by gaining access to login credentials of a hosted wallet or vault service the buyer uses, may be able to misappropriate the Buyer's Tokens. Company Parties are not responsible for any such losses.

3.2. Lack of TAL Token Security. The Tokens may be subject to expropriation and or/theft. Hackers or other malicious groups or organizations may attempt to interfere with the Token Smart Contract or the Tokens in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, because the Ethereum platform rests on open-source software, there is the risk that Ethereum smart contracts may contain intentional or unintentional bugs or weaknesses which may negatively affect the Tokens or result in the loss of Tokens, and loss of the ability to access or control the Tokens. In the event of such a software bug or weakness, there may be no remedy and holders of the Tokens are not guaranteed any remedy, refund or compensation.

3.3. Risk of Ethereum Mining Attacks. The blockchain used for the Token Smart Contract is susceptible to mining attacks, including double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the Token Smart Contract, expected proper execution and sequencing of the Token transactions, and expected proper execution and sequencing of contract computations.

3.4. Failure to Map a Public Key to Buyer's Account. Failure of Buyer of the TAL tokens to map a public key to such Buyer's account may result in third parties being unable to recognize buyer's TAL token balance on the Ethereum blockchain when and if they configure the initial balances of a new blockchain based upon the TAL platform.

3.5. Risk of Incompatible Wallet Service. The wallet or wallet service provider used for the acquisition and storage of the TAL tokens has to be technically compatible with the TAL tokens. Failure to assure this may have the result that Buyer of the TAL tokens will not gain access to his or her TAL tokens.

4. RISKS RELATING TO TALENTIDO PLATFORM DEVELOPMENT

4.1. Risk Related to Reliance on Third Parties. Even if completed, the Platform will rely, in whole or partly, on third parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee that those third parties will complete their work, properly carry out their obligations, or otherwise meet anyone's needs, all of which might have a material adverse effect on the Platform.

4.2. Dependence of Platform on Senior Management Team. The ability of the TalentIDO project team which is responsible for maintaining competitive position of the Platform is dependent to a large degree on the services of a respective senior management team. The loss or diminution in the services of members of the respective senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the Platform. Competition for personnel with relevant expertise is intense due to the small number of qualified individuals, and this situation seriously affects the ability to retain its existing senior management and attract additional qualified senior management personnel, which could have a significant adverse impact on the Platform.

4.3. Dependence of Platform on Various Factors. The development of the Platform may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of success or prospects, or departure of key personnel.

4.4. Lack of Interest to the Platform. Even if the Platform is finished and adopted and launched, the ongoing success of the Platform relies on the interest and participation of third parties like developers. There can be no assurance or guarantee that there will be sufficient interest or participation in the Platform.

4.5. Changes to the Platform. The Platform is still under development and may undergo significant changes over time. Although Company Parties intend for the Platform to have the features and specifications set forth in this White Paper, changes to such features and specifications can be made for any number of reasons, any of which may mean that the Platform does not meet expectations of Buyer of the Tokens.

4.6. Risk associated with Other Applications. The Platform may give rise to other, alternative projects, promoted by unaffiliated third parties, under which the Token will have no intrinsic value.

4.7. Risk of an Unfavorable Fluctuation of Cryptocurrency Value. The proceeds of the sale of the Tokens will be denominated in cryptocurrency and may be converted into other cryptographic and fiat currencies. If the value of cryptocurrencies fluctuates unfavorably during or after the Token Presale or the Token Sale, Company Parties may not be able to fund development or may not be able to develop or maintain the Platform in the manner intended.

5. RISKS ARISING IN COURSE OF COMPANY PARTIES' BUSINESS

5.1. Risk of Conflicts of Interest. Any Company Party may be engaged in transactions with related parties, including a respective majority shareholder, companies controlled by him/her or in which s/he owns an interest, and other affiliates, and may continue to do so in the future. Conflicts of interest may arise between any Company Party affiliates and respective Company Party, potentially resulting in the conclusion of transactions on terms not determined by market forces.

5.2. Risks Related to Invalidation of Company Parties' Transactions. Company Parties have taken a variety of actions relating to its business that, if successfully challenged for not complying with applicable legal requirements, could be invalidated or could result in the imposition of liabilities on respective Company Party. Since applicable legislation may subject to many different interpretations, respective Company Party may not be able to successfully defend any challenge brought against such transactions, and the invalidation of any such transactions or imposition of any such liability may, individually or in the aggregate, have a material adverse effect on the Platform.

5.3. Risk Arising from Emerging Markets. Company Parties or some of them may operate in emerging markets. Emerging markets are subject to greater risks than more developed markets, including significant legal, economic and political risks. Emerging markets are subject to greater risk than more developed markets, including in some cases significant legal, economic and political risks. Emerging economies are subject to rapid change and the information set out in this White Paper may become outdated relatively quickly.

6. GOVERNMENTAL RISKS

6.1. Uncertain Regulatory Framework. The regulatory status of cryptographic tokens, digital assets, and blockchain technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether governmental authorities will regulate such technologies. It is likewise difficult to predict how or whether any governmental authority may make changes to existing laws, regulations and/or rules that will affect cryptographic tokens, digital assets, blockchain technology and its applications. Such changes could negatively impact the Tokens in various ways, including, for example, through a determination that the tokens are regulated financial instruments that require registration. Company may cease the distribution of the tokens, the development of the Platform or cease operations in a jurisdiction if governmental actions make it unlawful or commercially undesirable to continue to do so.

6.2. Failure to Obtain, Maintain or Renew Licenses and Permits. Although as of the date of starting of the Token Presale there are no statutory requirements obliging Company of the Tokens to receive any licenses and permits necessary for carrying out its activity, there is the risk that such statutory requirements may be adopted in the future and may relate to any of Company Parties. In this case, Company Parties' business will depend on the continuing validity of such licenses and permits and its compliance with their terms. Regulatory authorities will exercise considerable discretion in the timing of license issuance and renewal and the monitoring of licensees' compliance with license terms. Requirements which may be imposed by these authorities, and which may require any Company Party to comply with numerous standards, recruit qualified personnel, maintain necessary technical equipment and quality control systems, monitor our operations, maintain appropriate filings and, upon request, submit appropriate information to the licensing authorities, may be costly and time-consuming and may result in delays in the commencement or continuation of operation of the Platform. Further, private individuals and the public at large possess rights to comment on and otherwise engage in the licensing process, including through intervention in courts and political pressure. Accordingly, the licenses any Company Party may need may not be issued or renewed, or if issued or renewed, may not be issued or renewed in a timely fashion, or may involve requirements which restrict any Company Party's ability to conduct its operations or to do so profitably.

6.3. Risk of Government Action. The industry in which Company Parties operate is new, and may be subject to heightened oversight and scrutiny, including investigations or enforcement actions. There can be no assurance that governmental authorities will not examine the operations of Company Parties and/or pursue enforcement actions against them. All of this may subject Company Parties to judgments, settlements, fines or penalties, or cause Company Parties to restructure their operations and activities or to cease offering certain products or services, all of which could harm Company Parties' reputation or lead to higher operational costs, which may, in turn, have a material adverse effect on the Tokens and/or the development of the Platform.

6.4. Risk of Burdensomeness of Applicable Laws, Regulations, and Standards. Failure to comply with existing laws and regulations or the findings of government inspections or increased governmental regulation of Company Parties' operations could result in substantial additional compliance costs or various sanctions, which could materially adversely affect Company Parties' business and the Platform. Company Parties' operations and properties are subject to regulation by various government entities and agencies, in connection with ongoing compliance with existing laws, regulations and standards. Regulatory authorities exercise considerable discretion in matters of enforcement and interpretation of applicable laws, regulations and standards. Respective authorities have the right to, and frequently do, conduct periodic inspections of any Company Party's operations and properties throughout the year. Any such future inspections may conclude that any Company Party has violated laws, decrees or regulations, and it may be unable to refute such conclusions or remedy the violations. Any Company Party's failure to comply with existing laws and regulations or the findings of government inspections may result in the imposition of fines or penalties or more severe sanctions, or in requirements that respective Company Party cease certain of its business activities, or in criminal and administrative penalties applicable to respective officers. Any such decisions, requirements or sanctions, or any increase in governmental regulation of our operations, could increase Company Parties' costs and materially adversely affect Company Parties' business and the Platform.

6.5. Unlawful or Arbitrary Government Action. Governmental authorities may have a high degree of discretion and, at times, act selectively or arbitrarily, without hearing or prior notice, and sometimes in a manner that is contrary to law or influenced by political or commercial considerations. Moreover, the government also has the power in certain circumstances, by regulation or government act, to interfere with the performance of, nullify or terminate contracts. Unlawful, selective or arbitrary governmental actions have reportedly included the denial or withdrawal of licenses, sudden and unexpected tax audits, criminal prosecutions and civil actions. Federal and local government entities have also used common defects in matters surrounding the Token Sale as pretexts for court claims and other demands to invalidate or to void any related transaction, often for political purposes. In this environment, Company Parties' competitors may receive preferential treatment from the government, potentially giving them a competitive advantage over Company Parties