

# **MEDIAR**

Community-driven Digital Environment Empowering Sports Fans

WHITEPAPER

Version 3.2

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THE LEGAL ENTITY RUNNING THE ITO PROCESS IS MEDIAR TECHNOLOGY LTD, REGISTERED IN LIMASSOL, CYPRUS.

## ***EXECUTIVE SUMMARY***

MEDIAR is a community-driven digital environment designed to change the traditional sports market. MEDIAR develops a global ecosystem which empowers fans, improving their position within the industry.

Simultaneously, by enhancing Your experience as a fan, MEDIAR provides the framework that allows creation, management and profiting from fan community-based ventures and apps. Although the platform is fan-oriented, it is open for advertisers, broadcasters, event organisers, influencers, media platforms and other stakeholders of sports industry - since the operation of the whole ecosystem is efficient and beneficial for both fans and partners in this case.

To enable the fairness and true decentralization of the global community we are building, we use blockchain as main technology. Smart contracts will simplify and secure the transactions process and all kinds of data. To develop and implement all the functionalities designed, we are raising funds via Initial Token Offering campaign.

As Minimum Viable Product (MVP) we introduced mobile app MatchDiary, designed as an interactive memoir for football fans. It includes built-in advertisement revenue model, news stream, publishing platform, token wallet, e-commerce and ticket shop.

## ***PROJECT OVERVIEW***

### **Missunderstanding the fair play rule**

The magic of sport lies in inner passion and stubbornness of one's activity, intense shared emotions of fans communities and inspiring stories of athletes lives. Like nothing else sport unites people and creates bridge of understanding despite different languages, individual views or time zones. There is no nation bigger than 4 billion enthusiasts of kicking the ball aka football aka soccer or 2,5 billion of cricket supporters worldwide. Thanks to fans, sport is also a very profitable industry. According to ATKearney<sup>1</sup>, global sports industry is worth up to 620 billion US Dollars. PwC estimates<sup>2</sup> that in North America alone, value of this market will grow over 3% annually. With e-sports development, new disciplines and popularity of healthy lifestyle the trend is clear – sport is a great business. The importance of fans is downgraded and not respected on adequate level. We consider it not a fair play situation.

What is more, despite the popularity and development of sports market worldwide, still there are many problems related to fans' experience and their role in the whole industry.

- ▶ No universal platform fully driven and managed by fans.
- ▶ Very limited access to the top-level opportunities within sports industry.
- ▶ Lack of empowerment for fans, weak impact on decision making.
- ▶ Time-consuming finding a good choice of a sport medium out of the thousand of options.
- ▶ Tough to find quality content without annoying and invasive advertising.
- ▶ Fans do not benefit and are not rewarded for their input and content.

## ***MISSION STATEMENT***

### **Empowering the fans through digital revolution**

Our mission is to develop and deliver blockchain-powered solutions that address acknowledged pain points and problems in the global sports industry. We obey three principle rules:

- fans as a crucial part of sports industry must receive great experience and reward for their engagement;
- technology must be secure, scalable and easy to commercially integrate with existing businesses, organisations and stakeholders of sport industry;
- the ecosystem is created by fans for fans, which is way the decisionmaking processes are decentralised, accessible to every member of community and transparent.

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<sup>1</sup> ATKearney The Sports Market <https://www.atkearney.com/communications-media-technology/article?/a/the-sports-market>  
<sup>2</sup> PwC Sports Outlook <https://www.pwc.com/us/en/industry/entertainment-media/assets/2018-sports-outlook.pdf>

MEDIAR is a community-driven digital environment established to change the global sports industry. MEDIAR allows to design and implement a variety of products, applications and solutions that contribute to empowerment of fans.

## **MEDIAR ECOSYSTEM**

MEDIAR is a foundation of important change within sports industry on a global scale. It provides groundwork for development of complex ecosystem that in the future will include variety of applications, platforms, revenue streams and business models managed by MDR token. Our solution should be considered as a framework that allows creation, management and profiting from fan community-based ventures and apps.

### **MEDIAR architecture**

MEDIAR is the decentralized digital environment dedicated to fans which unites sport lovers from all over the world and gives them an opportunity to get benefits from being a fan. It has 6-pillar architecture that meets the different needs of a today's sports fan. The combination of those layers brings the joy, unity and brand new era of community members interaction.



You can use MEDIAR as:

- an innovative medium to be upto-dated about sports news and occasions;
- a space to share Your experience with others;
- decentralized fan-oriented community;
- a tool to impact and craft the future of sports industry;
- easier access to the global market opportunities;
- a way to be rewarded just for being fan.

## MEDIAR solution

Using its infrastructure, MEDIAR addresses the problems we, as fans, experience and provides the digital solution.



MEDIAR creates the first global network which meets the needs of fans since it is created by fans.

Wide partnership network will grant individuals access to now unavailable opportunities.

By tipping users for their valuable content MEDIAR ensures the elimination of fake and misleading posts/articles.

Thanks to DAO model and ability to engage partners, each fan will take part even in their favourite club decision making.

MEDIAR creates an innovative medium, where content is created, managed and evaluated by fans

Within MEDIAR environment the fan is obtaining benefits just for sharing unique emotions, experience and opinion



## MEDIAR community

The main philosophy behind MEDIAR is to build a worldwide community, letting them interact for the benefit of everyone. The whole project appeared from the thought about fan's experience, that is why the services and products by MEDIAR are concentrated on the delivery of benefits to sports lovers. However, to ensure all those the partners integration is necessary. The MEDIAR economy is designed in such a way that by meeting the needs of fans, the partners automatically benefit as well. As we are targeting the global scale, we address the MEDIAR environment not only to sport lovers.

We build the community by:

- the delivery of value proposition for sports fans;
- sports industry businesses partnership;
- sports clubs collaboration;
- social media influencers engagement;
- worldwide brands advertisement;
- transport and renting firms partnership;
- top-level athlete interaction.

The interaction of all the elements will result in efficient and successive environment development and scaling.

## ***MEDIAR TECHNOLOGY***

Building the global decentralized solution requires the transparent and reliable technological ground. There are three main components that are applied during MEDIAR development: blockchain, network infrastructure and data analytics.

Services used:

- Authentication: AZURE B2C
- Database: MS SQL
- Mobile app: XAMARIN
- WEB: .NET CORE

### **Blockchain**

The key element enabling necessary characteristics of MEDIAR project is blockchain. With the use of public Ethereum blockchain we are able to design the solution that will be tailored to MEDIAR needs. MEDIAR will use only those blockchain concepts that are successfully implemented and proven in other projects. With the help of MEDIAR Token, based on the platform ERC-223, all the operations will be executed in a convenient low-cost manner. The distributed decentralized ledger also ensures that MEDIAR:

- ▶ achieves global reach,
- ▶ functions without physical borders,
- ▶ is secure in terms of data,
- ▶ ensures the delivery of service/product via smart contract,
- ▶ is a quickly transacting environment,
- ▶ provides the community with fair DAO decision-making.

Blockchain will be also a solution for providing Trophies and Collectible Cards thanks to Ethereum ERC-721 tokens that are non-fungible. While most tokens are fungible (every token is the same as every other token), ERC-721 tokens are all unique. This feature may find more potential uses within the network, such as digital content rights protection.

### **Augmented Reality**

MEDIAR is being created in order to deliver and amplify emotions even after the match, game or competition. Our platform will help users experience sports even more, thanks to the system that rewards your real life activities in virtual-world in form of trophies, cards and other prizes that can be collected or exchanged for real goods and services on MEDIAR marketplace.

## **Machine Learning**

MEDIAR uses machine learning to create analytical models. Suggested content, ads, friends or products from our store will be backed by neural network-based models. Analytical process based on previously gathered data and pattern recognition can adapt and generate results that will help to increase MEDIAR efficiency and effectiveness in user experience.

## **Credibility System**

Our models will be also backed by upvote / downvote system that will help to rate the best content and cut out irrelevant information, trolls and classic spam. All user's activity will also leave the trace that will determine to his credibility score. System will reward users for activity and promote their future content. Credibility system will be divided into ranks. On each level user will be able to interact with other users with similar rank. Such reputation system will help MEDIAR to become most valuable tool for sports fans.

## **Database Service Model**

The complex database model is used to strengthen the credibility system of MEDIAR platform. The solutions we use is using is also proved by the biggest platforms such as Facebook, Twitter or Reddit. Our system is designed to guarantee platform's functionality, scalability and reliability.



## **MEDIAR TOKEN ECONOMY**

Combination of the tokens generation and the MEDIAR ecosystem architecture results in the new, artificially designed, economy. MEDIAR (MDR) token is a digital tool that helps fans experience and enjoy their passion in the most convenient and beneficial way. MDR is the medium of value and interaction within this economy.

### **MDR Token**

Token	<b>MEDIAR TOKEN</b>
Ticker	<b>MDR</b>
Platform	<b>Ethereum</b>
Standard	<b>ERC223</b>
Accepted investments	<b>ETH</b>
Maximum supply	<b>420 000 000 MDR</b>
Tokens for sale in ITO	<b>210 000 000 MDR</b>
Additional MDR tokens mining	<b>Not possible</b>
Tradable on exchange	<b>Yes, to be announced</b>
<b>Soft cap</b>	<b>500 000 USD</b>
Legal entity	<b>Mediar Technology LTD</b>

### **Revenue distribution**

MEDIAR generates revenues from the following sources:

Advertisement	revenue generated by non-invasive ads displayed in MEDIAR newsfeed
Marketplace	profit margin generated by store: sale of official clothing, accessories, gadgets and other goods
Partners Network	revenues generated by group deals negotiated with partners
Commissions and Fees	low commission from in-app Betting System and Bettor League; Crowdfunding anti-fraud fee system based on user reputation

MEDIAR is a community driven portal and rewards its users for their contribution. That is why the distribution of the revenues accumulated was designed in the following way:

- 30% of revenues is allocated for platform support, development, marketing, legislative and other costs;
- 70% of revenues is distributed among users.

The 70% of the total revenue pool is also distributed according to the particular scheme. The major 60% go to the active users rewarding, whereas 20% are dedicated to the leaders of network and the remaining 20% go to the DAO module.

Distribution of community pool (70%):	Activities:
20%	<b>DAO fund</b>
20%	<b>Leaders</b> (highly active users, watching advertisements, invite min. 5 new users)
60%	<b>Active users</b> (create content & watch ads)

### MDR use cases

MDR enables users to benefit from functioning within 7 segments of MEDIAR ecosystem.



- **Rewarding users for their activity**

One of the main goals of MEDIAR environment is to reward fans for their input in the sports industry. Users will have an opportunity to be rewarded for their memories, experience and emotions. Creating the content related to sport - the article, photo post, video, commenting/evaluating those delivered by other fans, watching advertisement, inviting new people to the network, users can obtain the MDR tokens.

- **Marketplace**

Thanks to the partners joining the MEDIAR environment, both fans and those partners will benefit. Users will have an opportunity to receive special discounts and bonuses by paying with MDR token at particular spots, while partners automatically will have a wider audience of clients. Besides, the usage of smart contracts will enable the faster and more convenient transactions of purchasing goods and services.

- **DAO operations**

One of the MEDIAR goals is fans empowering. Thanks to the blockchain technology, users will be granted a reliable tool to decide about the future of the platform itself and particular sports industry unit. MEDIAR enables the decentralization and fairness of decision-making since each vote (with MDR token) would be unique and valuable. MEDIAR will listen to its users, because they know what they need the most. DAO will also integrate with the MEDIAR partners to enable fans to influence the discipline/club they support.

- **Marketing (B2B2C)**

Marketing opportunities are extremely wide for both MEDIAR users and partners. Since we target the global network of fans, the advertisers, joining the ecosystem, automatically target the large product-oriented group. Not only big players (partners) are to use the marketing tool within the system. Any user can create advertisement and by rewarding system MEDIAR will assure it reaches the potential audience. To be able to put advertisement on platform, one needs to pay with MDR tokens.

- **AI (Fantasy League)**

Lots of innovative technical solutions may enreach fans experience. Artificial intelligence (AI) is one of them. Fantasy League by MEDIAR will provide augmented reality experience for fans all over the world. It binds real events experience and in-app game to provide new means of interaction and competition. Users will be able to create their own virtual club and run it as a general manager. Fans can collect unique cards representing their favourite teams and players from clubs all over the world, won by match attendance and other activities. Those cards can be exchanged, traded or stored for a value due to their uniqueness.

- **Betting System**

MEDIAR will implement its' own space for users to bet on the outcomes of various events. Users can bet quickly and easily among each other's thanks to MDR Token. Blockchain technology allows to organize and secure entire process, making it low-cost and transparent.

Let's say that some fan believes that Manchester United will win the match against AC Milan. He makes a bid of 1000 MDR on such outcome. Another user believes in opposite outcome of this event, therefore he makes his own bid and is paired up with offers that he may find interesting. He can accept suggested bid of 1000 MDR, but may also propose lower or higher stakes. Once the bet is made system will automatically manage the funds and transfer the reward to the winner. MEDIAR Betting System is a simple and fun solution for users that want to compete with other members of the community in slightly more serious way.

- **Donations**

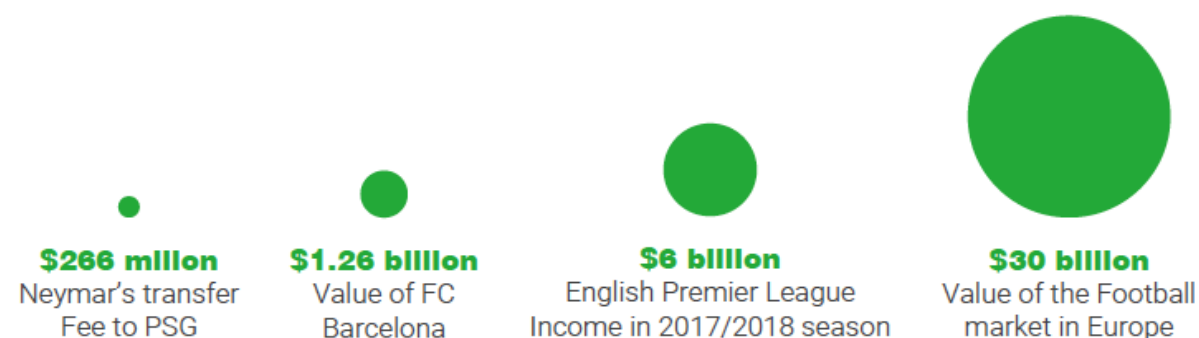
With MDR tokens it will also be possible to help the members of community to realize their goals. Since MEDIAR is community-driven environment, we believe that the crowdfunding will be a suitable model to support those who need it. We also aim at helping young generations in development of their skills and accessing the wider opportunities. MDR token would be a medium of help and unity in those cases.

## MVP – MatchDiary mobile application for iOS and Android

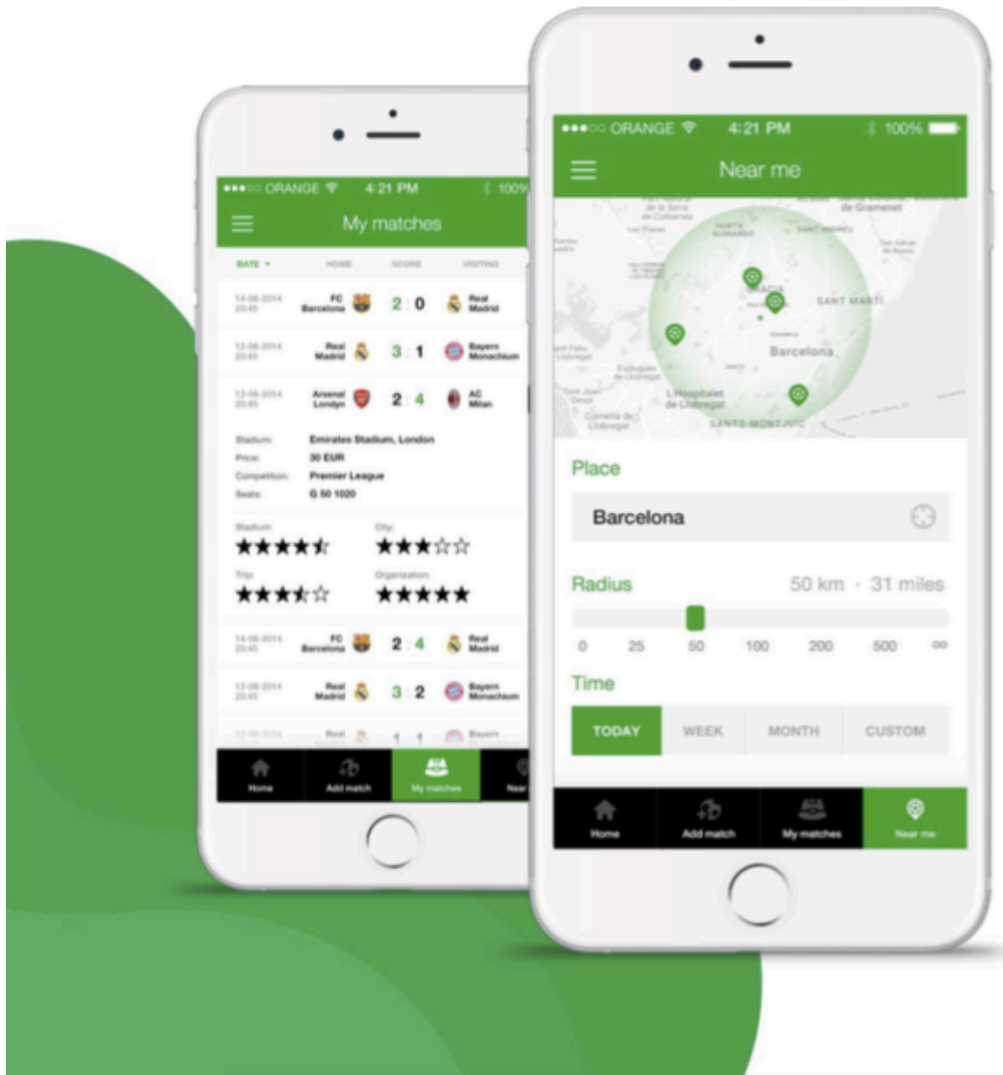
### MatchDiary - the first application by MEDIAR Family #FansTogether

#### Background & Market

Football is an international phenomenon. The most popular sport in the world, with more than 4 billion fans worldwide, delivers the power of emotion to all fans: from casual admirers, through active supporters, to the loyal followers who treat this sport as a religion and put their team's interest above anything else. Throughout years this sport has become much more than entertainment. The joy and thrills brought by football rivalry has created one of the largest markets in the world with huge opportunities and capital invested. As a best recognized and the most watched sport in the world it became a significant medium with extremely wide spectrum of impact, therefore, it attracts the most important advertisers and sponsors from various sectors and branches.



Statistically, every second person in the world has, to some extent, something to do with football. In Asia there is almost 80 million professional football players, followed by 60 million in Europe and 40 million both in Africa and North America. Football clubs, with net values often exceeding 1 billion US dollars, became businesses that are comparable to the largest industrial companies. Revenues from advertising, sales of tickets and accessories, player transfers and other activities are estimated at 30 billion US dollars in Europe only and this business is still in a phase of development. By 2030 China is planning to have 1 football pitch per every 10,000 citizens. At the same time FIFA is putting much effort into football development in Africa. There are more than 300 thousand football clubs worldwide competing against each other at various levels and the top three of them: Manchester United, Real Madrid and FC Barcelona are actively supported by over 330 million international fans.



Without those fans football would be barely a shadow of its' present self. Yet there is still a lack of proper solutions that understand and help football fans develop their passion. Therefore, we decided to create MatchDiary – an innovative social platform that focuses on football fans' needs. Match Diary is a command centre, empowering the users to enjoy the sport they love on a new level and enhancing their experience by participation in global community.

### **Application features**

MatchDiary is the application developed by MEDIAR team which combines several functionalities to meet the needs of football fans. It implements the MEDIAR features, uniting the football admirers and enthusiasts from all over the world.

- Innovative medium of valuable content which is generated by users. All hot news, unique photos, opinions, forecasts are in one place.

- Both who create content and those who verify/evaluate it gain the MDR tokens for activity.
- Obtained MDR tokens might be used by fans:
  - for top-level quality content access (highly rated)
  - on MEDIAR marketplace
  - for betting
  - for donating the particular goal
  - in DAO decision making
  - for special events/occasions organized by community
- MEDIAR partners create fans-oriented advertisement and promotions to target loyal group and attract the new clients within the MEDIAR environment.

Till the end of year we plan to finish the “Beta” version of MatchDiary. The application will be publicly available for iOS & Android.

#### **MatchDiary Social Media**

**Facebook** <https://www.facebook.com/matchdiary/>

**Twitter** <https://twitter.com/matchdiarycom>

**Instagram** <https://www.instagram.com/matchdiary/>

**YouTube** <https://www.youtube.com/matchdiary>

## **MEDIAR SCALABILITY**

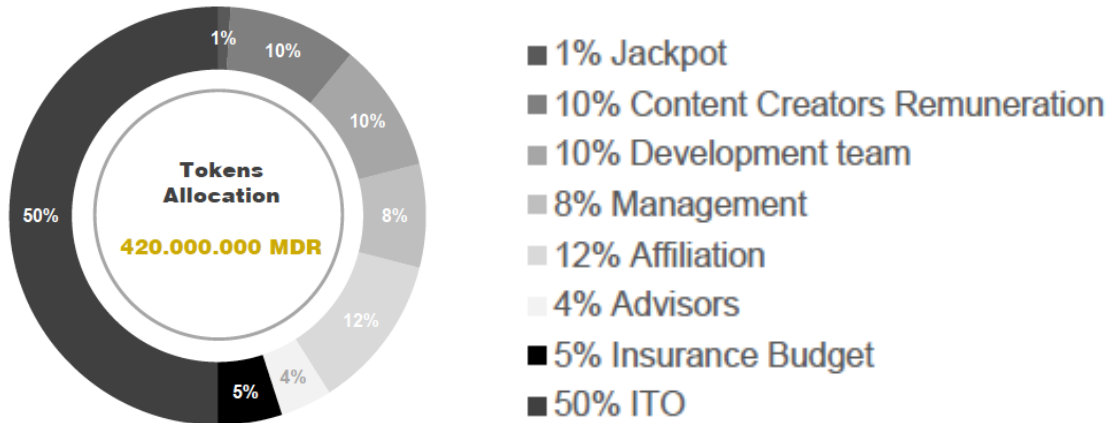
MatchDiary is just the step in the building the global solution dedicated to fans of any sport. But, ultimately, MEDIAR’s goal is to offer an ecosystem which enables everyone to build applications around particular fans communities, disciplines, sports club, league or event.

Thanks to the architecture of the MEDIAR, the new applications or communities by default will obtain the package of tools to develop their idea. Those are the ready working business model, community building tools, partners network, marketing model, smart contracts, integrated technology with current and new MEDIAR functionalities, medium of value - MDR. At the same time, each new element within the ecosystem will have its own uniqueness and flexibility tailor-made for those who will use the solution. Such a combination enables individuals and corporations to bring their ideas to life with lower costs.

**MEDIAR is not just one application, but the carefully designed framework which will be used by both MEDIAR team and external partners and developers to design and implement innovative solutions for fans communities.**

## MEDIAR TOKEN SALE

### MEDIAR Tokens allocation



The ITO soft cap is 500.000 USD

### ITO schedule and prices

	<i>ITO phase</i>	<b>Price</b>
<i>Phase I</i>	<i>Pre-ITO I</i>	1 ETH = 4000 MDR
<i>Phase II</i>	<i>Pre-ITO II</i>	1 ETH = 3000 MDR
<i>Phase III</i>	<i>Crowdsale I</i>	1 ETH = 2500 MDR
<i>Phase IV</i>	<i>Crowdsale II</i>	1 ETH = 2000 MDR
		1 ETH = X MDR
<i>Phase V</i>	<i>Crowdsale III</i>	Price is calculated by dividing unsold MDR tokens in phases I-IV by total amount of ETH invested in phases I-V. Tokens will be distributed to all participants of MEDIAR ITO proportionally to deposited amount of ETH.



## Assumptions:

- On each stage remaining MDR tokens are passed to the next stage.
- All deposits contributed in Pre-ITO I, Pre-ITO II, Crowdsale I and Crowdsale II are also taking part in Crowdsale III.
- *Crowdsale III*: Remaining MDR tokens will be distributed proportionally to the deposits among investors from earlier stages (in form of a bonus) as well as investors from stage Crowdsale III.

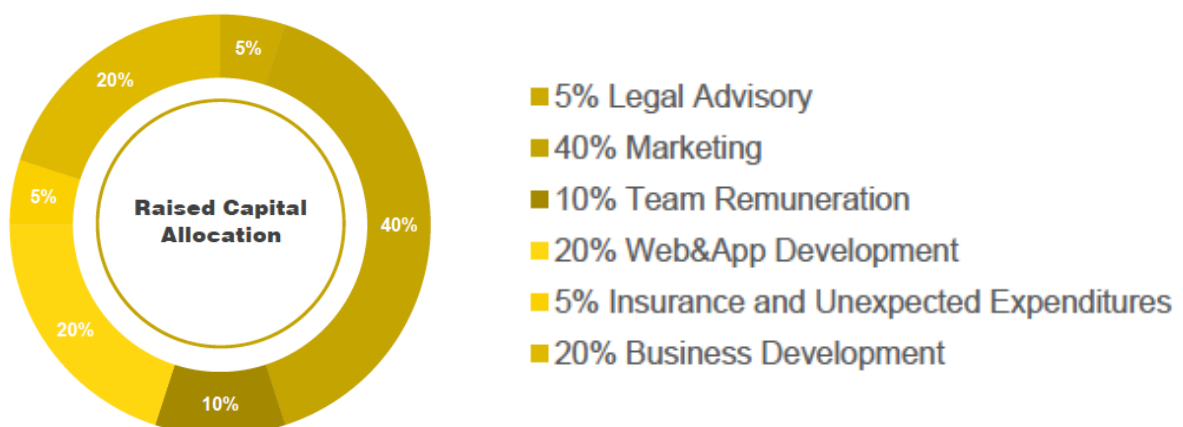
The MDR price is calculated after all investments are made in Crowdsale III.

$$X = \frac{\text{unsold MDR tokens phases I – IV}}{\text{ETH invested in phases I – V}}$$

The MDR bonus from Crowdsale III depends on the amount of ETH deposited during ITO.

- MDR Tokens distributed among the team are blocked from moving for one year after finishing the last ITO stage.

## Raised capital allocation



If the project does not succeed on the market, then according to the business ethics, team will resign from their remuneration and the invested funds will be returned to investors.

## Investors Acquisition Program

The Investors Acquisition Program is based on a threshold bonus system that makes the bonus dependent on the value of the capital acquired.

The system is based on the following formula:

$$C = Z * A * (1/2)^n$$

Where:

C - number of MDR tokens for the investor acquired

Z - number of tokens purchased by the investor acquired

A - % base depends on the ETH invested by referrer

n - structure level

Capital Invested (A)	% Base Used For Formula	Max. Number Of Levels (n)
$A \leq 0.5 \text{ ETH}$	4.00%	$\infty$
$0.5 \text{ ETH} < A \leq 1.0 \text{ ETH}$	6.00%	$\infty$
$1.0 \text{ ETH} < A \leq 5.0 \text{ ETH}$	8.00%	$\infty$
$5.0 \text{ ETH} < A$	10.00%	$\infty$

Each investor that, by joining the project, uses the dedicated link received from the Platform Development Ambassador, shall receive a bonus of 1% of additional Mediar Tokens.

Additionally, at the time of registration, they will receive their own referral link. Then every person who will use our referral link will build our structure.

After completing all ITO phases and completing KYC, investors will be awarded with additional amount of tokens depending on the formula above.

## ROADMAP

<b>Period</b>	<b>Activities</b>
<b>Q3 2016</b>	Market analysis
<b>Q4 2016</b>	Team building, choice of technology
<b>Q1 2017</b>	Lead investor sign-up
<b>Q2 2017</b>	First platform features development
<b>Q3 2017</b>	Team scaling, new members joining
<b>Q4 2017</b>	MEDIAR marketing campaign launch
<b>Q1 2018</b>	Partners network building
<b>Q3 2018</b>	„Alpha” version of the first product by MEDIAR – MatchDiary, available for iOS & Android; ICO pre-sale
<b>Q4 2018</b>	„Beta” version MatchDiary publicly available for iOS & Android; new functionalities – photo gallery, content, Bettors League, Reputation System; Partnership scaling
<b>Q1 2019</b>	Completion of ICO and KYC; Expansion on the EU market; marketing campaign targeting loyal users start; launch on crypto exchanges; DAO module launch
<b>Q2 2019</b>	Asian market entry; PR campaign on Asian markets; adding new functionalities - Fantasy League, Betting, User marketplace
<b>Q3 2019</b>	Translations; scaling the marketing campaign and partners relations; establishing new collaborations; launching football clubs in model B2B2C; 5 mln MatchDiary app downloads reach
<b>Q4 2019</b>	eSportDiary release for iOS and Android
<b>2020+</b>	MEDIAR shares its solutions to enable others to build applications around smaller fans communities within MEDIAR

## **MEDIAR TEAM**

### **Operations**

The MEDIAR project is created by a group of specialists with multifaceted knowledge. We are an ambitious team fully embracing the world of cryptocurrencies and new technologies. We believe that the combination of these two worlds will result in benefits for all project participants. Our project partners are characterized by a high level of business ethics whose fundamental principles are also to constitute a strong base for development of the platform's functionality. We would like this project to open a new chapter in history of building relationships based on equal and fair treatment of partners.

### **Amadeusz Pasieka – Chief Executive Officer**

Mr Pasieka has experience in managing investments funds and has actively participated in investments worth a total of \$70 million. His experience includes international marketing and sales projects and supporting the management board of a publicly traded company dealing with modern technologies in the production industry. He has used his skills in marketing to achieve financial goals in the German speaking markets and is an enthusiast of cryptocurrencies and new technologies including Blockchain and AI. He has supported Schalke 04 Gelsenkirchen since his youth.

### **Marek Szyperski - VP Strategy**

As the project originator Mr. Szyperski is uniquely qualified to bring MEDIAR to the fan base. He holds a master's degree in computer science and is a Certified Project Manager (ITIL V3, PRINCE2 Foundation & Practitioner, Scrum Product Owner, PMBOK) as well as the CEO of a company creating mobile applications for the iOS/Android platform. Marek also has a love of Football from an early age and is an avid fan and player. He also enjoys travel and operating his UAVO (Unmanned Aerial Vehicle Operator). Marek is an experienced IT innovator having successfully launched several dozen projects for the biggest companies in Poland.

### **Dariusz Chrapek - Chief of Marketing**

Dariusz has many years of experience in traditional finances in large international corporations such as MetLife, Nordea and Generali Group. His special skills include working with big, corporate clients. His numerous contacts in the world of finance have attracted investors to MEDIAR and his leadership will drive the marketing focus.

### **Tadeusz Janus - Chief Research Director**

25 years of experience in top management of the largest international financial institutions in the world. He has cooperated with extensive direct sales structures (Generali Group, Ergo Hestia). He is a great speaker specialising in interpersonal communication. His experience will be used in promoting and presenting the MEDIAR brand to a wide range of fans, investors, marketers, users and others.

### **Karol Król – *Head of Strategy***

Master in Capital Investments, an expert in innovations on financial market, investor and activist. He manages digital transformation department at Artemis and international advisory group Adler.Consulting. Strategist of over 130 crowdfunding, crowdinvesting and ICO fundraising campaigns.

### **Kamil Góral - *Head Analyst***

Master of Economics, former professional trader, currently a business manager, Mr Goral. He gained his analytical experience at AMEX, NASDAQ, NYSE, GPW where he specialized in public offers - IPO. Kamil is an active investor using his real-world experience in cryptocurrencies. He also enjoys programming and takes interest in cyber security and football. He actively plays in amateur leagues and supports his favourite club - Real Madrid.

### **Tomasz Olejnik – *Lead Blockchain Developer***

Architect and main programmer. IT specialist, develops web and mobile platforms within different branches. Tomasz's first computer ATARI 130XE, which was used for his first flight simulator. Later started his adventure with 16,32,64 bites, which continues till now. Likes novelties and innovations, Blockchain enthusiast and Gamedev developer.

### **Jerzy Lasyk - *Blockchain Developer***

He is a passionate programmer and product owner in the automotive industry. He co-creates and coordinates work on multimedia systems for the largest car manufacturers in the world. In additional he is a blockchain developer, Master of Science in Automation and Robotics and an enthusiast of entrepreneurship and innovative ideas.

### **Grzegorz Lekki - *Business Head-hunter***

Professional former football player of Gornik Zabrze and Wisla Krakow. He has extensive contacts in the sports environment. Active propagator of the idea of cryptocurrencies in the sports industry. In the MEDIAR project he is going to deal with contacts in the world of sport, effectively promoting our project. His suggestions will be important for the application development.

### **Julia Pasięka - *Community Manager***

Accomplished multilingual sales professional with experience in international management, IT solutions, customer service, channel management, business and sales development and developing long lasting relationships with clients and partners. Her main goal is to grow our partnerships and user base and help them understand how our complete platform can create a greater fan experience.

### **Paweł Głogowski – *Lead Graphic Designer***

Graphic designer with more than twelve years of experience in designing. He does graphic designs for numerous companies like law firms, stock-listed, medical and hospitality companies. He holds a master's degree in Mathematics (specialization: Processing and Information Protection). He combines his analytical skills and passion for design on a daily basis. In his private life, he is an enthusiast of photography, new technologies and active recreation

### **Denis Kostrzewa - *Website Creator***

Co-owner of the development shop concentrating on the implementation of innovative applications and web pages built on JAMstack.

### **David Komraus - *Video/audio Ninja***

Creator, specializing in the field of video, animation and sound production. His work is the result of commitment to his passions. The creative approach he implements in his projects allows to look at his work from many perspectives, presenting an original composition.

### **Daria Turovtseva – *Strategy Consultant***

Quantitative Finance graduate, multilingual strategic auditor with strong analytical skills, researcher within the digital innovations market. Head of Research and Development at Adler.Consulting.

## **ADVISORY BOARD**

### **Waldek Szymkowiak - *Concept and Art Specialist***

An accomplished choreographer and stage show director. Waldek's mission is to create high-quality shows using movement, visuals, lighting, and sound to convey moods. Some of his selected clients included brands like Audi / Mercedes-Benz / Porsche / FIFA / UEFA Sony / Universal Music / L'Oréal. He works cross disciplinary to realize vision, implementing creative direction, strategy and his goal is to make every project unique via top quality.

### **Marcin Rabenda – *Blockchain Expert***

Mr Rabenda is President of ByCode LTD a software development company. IT product owner at Coinfirm LTD and graduate of the AGH University of Science and Technology in Cracow, Faculty of Applied Computer Science. Marcin is a blockchain specialist, cryptominer, trader, and an active participant of the cryptocurrencies world since 2013. Mr. Rabenda is also responsible for MEDIAR's functional model and platform, selection of technological solutions and the digital security of the project.

### **Maciej Iwański - *Football Entrepreneur***

Maciej Iwański is an accomplished former professional football player who played 281 games in the Polish Premiere League and scored 52 goals. During his career he won the Championship, 2 Super Cups, the Polish Cup and was part of the National Team. Today Maciej runs a managerial agency focusing on finding new talent for the “football world”. His patience and extreme optimism helped him to distinguish himself from the crowd and ensure a successful career. His expertise and experience will add a tremendous value to our MEDIAR project.

### **Kamil Kosowski – *MEDIAR Ambassador***

Kamil is a Polish former footballer who played as a midfielder. Kosowski became renowned in Poland after his performances for Wisła Kraków in the 2002–03 UEFA Cup matches. He played also for 1. FC Kaiserslautern, Southampton FC, A.C. Chievo Verona, APOEL Nicosia and more. Kosowski was also capped 52 times for Poland, scoring four goals. His experience and vision will help us define new directions of project development.

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