

2018 | Ver. 2.0

# Taklimakan Network

# WHITEPAPER

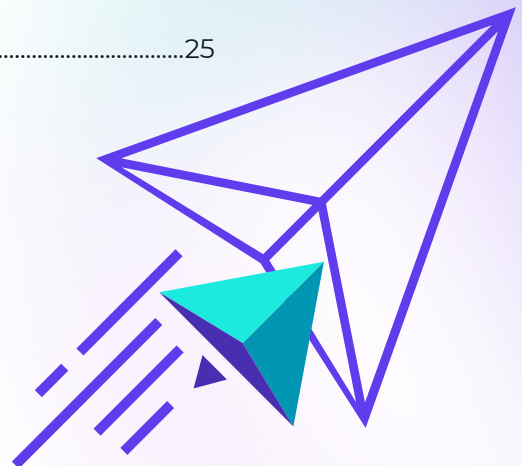
Investment and educational business platform for crypto enthusiasts, analysts and traders based on integrated FinTech solutions and Blockchain technology.



[taklimakan.io](https://taklimakan.io)

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# Introduction

Nowadays, every major project requires a capital investment for its successful realization. In return, investors expect a reward for the participation and for the risks they take during the project implementation.

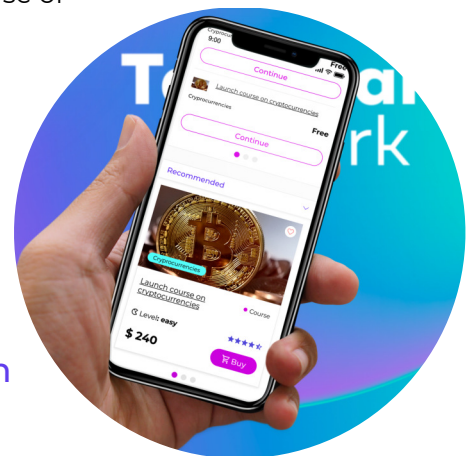
Beginner investors often rely on simple and standard financial strategies to increase profitability. However, an efficient strategy can only be developed by an experienced financial adviser.

According to statistics, in 2017 the average financial literacy rate was only 55% in the developed economies. Therefore, the risk of incompetent actions even for the large investors is very high.

With the popularity of crypto currencies, the issue of financial awareness becomes extremely acute, as the involvement in various investment projects should be based on a qualitative knowledge base, investment experience and the ability to use analytical and trading tools. Most investors follow unreliable sources of information and superficial judgments of other market players. We believe that every investment decision should be thoroughly taken and implemented with the use of trading and financial instruments for statistical analysis of crypto assets.

We believe that investment should be based on knowledge, experience, analysis and the use of trading tools.

**TAKLIMAKAN NETWORK** is an investment and an educational business platform which gives an opportunity for the users to increase their level of literacy in the crypto industry and to learn practical trading skills.



Each user will be able to select a crypto investment mentor, take a course of webinars and lectures. A full access to the blockchain technology library, description of various capital investment methods and trading instruments in the crypto market will be provided as well. The materials of the education center will be structured and distributed according to the knowledge level of the user and the goals of the educational process.

Qualified and experienced users will be able to provide author's content, training materials, articles, individual consultations, master classes and webinars for users from different countries receiving a reward in TKLN tokens. Thus, we create a unique educational base that will benefit both beginners and experienced traders.

**Taklimakan Network will become your mentor in the world of crypto currencies, guiding you to the best possible way of personal finance management.**



Yours, Taklimakan Network Team

## Industry Issues

Crypto investment is a time-consuming process with many built-in risks. Most of the difficulties arise due to the pure development of the crypto exchange platforms, low awareness of the crypto investors and their basic inability to use trading and analytical tools.

Crypto market still is at an early stage of development and investors often act irrationally. They follow unreliable sources of information and superficial judgments of other market players. In some cases, investors do not even use trading and financial instruments for statistical analysis of crypto assets. It is difficult for a rational investor to find a quality source of information about the crypto market.



Financial analysts and experienced traders spend a lot of resources and time on transaction costs and costs associated with the formation of reputation and finding subscribers for analytical materials.

## The Audience

The main goal of the Taklimakan Network founders is to create a community of experts. Our platform will connect the leading crypto analysts, experienced crypto investors with beginners and give them the necessary tools to utilize the knowledge for own benefits.



**Crypto analysts**



**Experienced investors**



**Mentors**



**Crypto enthusiasts**

## Issues with Crypto Enthusiasts

### ▶ **Lack of reliable news aggregators and sources of pre-moderated high-quality analytical materials**

Users spend a lot of time and resources to process data from dozens of news channels. Beginners do not have the opportunity to check the reliability of the source and the facts outlined in it.

### ▶ **Asymmetric distribution of information and mistrust of intermediaries**

Most people hesitate to buy crypto currency due to the mistrust of intermediaries and fear of losing investments immediately after the transfer.

### ▶ **Low level of financial literacy and investment knowledge**

The crypto currency market has changed dramatically in recent years — it has grown from a small, marginalized community to the serious market with an annual turnover of \$500 billion. Crypto currency market now interests hundreds of thousands enthusiasts, who do not always possess sufficient competence and the necessary experience to make rational market decisions.

### ▶ **Lack of proper market education services and difficulties associated with finding a mentor**

It is extremely challenging for beginners to make independent decisions due to the lack of experience and absence of mentors. At the moment, it is impossible to find an educational resource with reliable and structured information about the crypto market and blockchain technologies overall.

### ▶ **Problems associated with transparency and security**

In order to buy crypto currency, the user has to transfer money to the exchange fund managers or any other intermediary. Therefore, there are many risks associated with returning assets and limited access to control the flow of own funds.

## Issues With Analysts and Traders

### ▶ **No quality analytical platform**

Investors make decisions based on data from different sources, where information can vary significantly. There are no analytical tools or qualitative reviews on the market - all analysis is done "in manual mode".

### ▶ **Lack of trust**

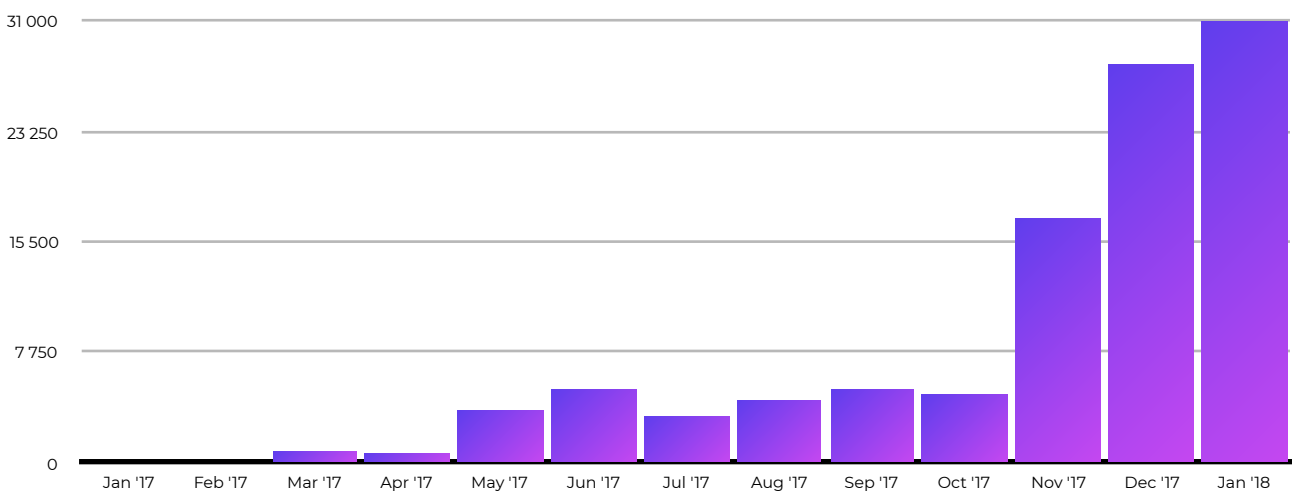
Due to the large amount of fraud in the market, financial advisers and traders spend a lot of resources and time on building a good reputation and attracting subscribers.

► **Underdevelopment and lack of technical equipment**

Existing crypto industry platforms complicate the investment process and have an inconvenient service of funds withdrawal and depositing. Moreover, hackers are constantly finding new breaches in security systems.

## Industry Overview

The rapid capitalization growth of crypto currencies and high profitability led to a significant demand for these digital assets among investors. This caused an inevitable attention of financial regulators and governments of many countries.



Daily volume of cryptocurrency trade exceeded \$30 billion. Through 2017 the volume increased more than 130 times\*  
 \*Cryptocurrency and ICO Market Analysis [February 2018]



More and more people are considering the possibility of investing in cryptocurrency. The number of Bitcoin purses exceeded 24.4 million and continue to grow rapidly.

According to 2017 Blockchain Sentiment Survey, 57% of the respondents commented positively on crypto currency investments.

In 2017, the overall share of crypto investors increased by 2.5 times compared to 2016.

The largest exchanges have recorded unprecedented demand for the crypto currency trading services. These companies were forced to suspend registrations of the new accounts due to an exceedingly fast influx of new users and limited server capacities for transactions processing.

**According to the biggest crypto exchange reports, several million of new users join the market weekly.**

Assets	Profitability (%)
Bitcoin	+1443
LiteCoin	+5769
Ethereum	+9388
Ripple	+25056
S&P 500	+19.42
Nasdaq	+28.24
Gold	+15.80
Platinum	-7.20

Comparison index as of end of 2017 (CoinMarketCap)

High profitability of crypto assets attracts both individual crypto enthusiasts and large investment funds.

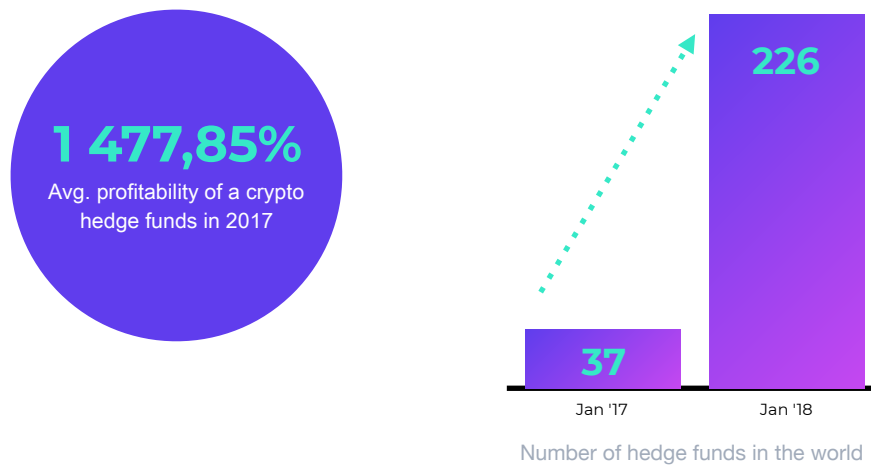
**Today there are 226 crypto investment funds in the world, compared to 37 at the beginning of 2017.**

According to Autonomous NEXT research center, estimated range of total value of crypto assets under the management of hedge funds is between 3.5 bln. USD and 5 bln. USD.

Many real economy industry leaders show active interest in blockchain and crypto technology. For instance, banks like Santander, UniCredit, UBS, ReiseBank and CIBC are testing and successfully integrating the Blockchain based Ripple system which is solving the problem of high transaction costs by decreasing operating expenses by 33%. Governments started utilizing the technology as well— for example, Japanese government concluded a contract with IOTA to create a joint project in order to integrate IoT(Internet of Things) into the business environment of major manufacturers and financial companies in Tokyo. Moreover, huge companies like Volkswagen, Microsoft, Bosch, Deutsche Telekom, Mastercard, IBM and Accenture have announced their intention to use

Blockchain technologies in their processes and some have already patented the possibility of such integration.

However, due to the anonymity and lack of regulatory framework, there are frequent cases of fraud in the area. The strategy of fraudsters is very simple- they trick investors and disappear after collecting their funds. There are also cases, when false market signals led to the market player's funds loss. Taking into account these negative trends, our team felt a strong demand for a platform that would help solve the most obvious problems of the market.



## Taklimakan Platform Overview

The platform will benefit both beginners and experienced traders. The most important features of the platform are the aggregation of news, moderated by our in-house analytical service, the educational center, marketplace of analytical and trading tools, analytical reviews and special instruments to manage crypto portfolios.

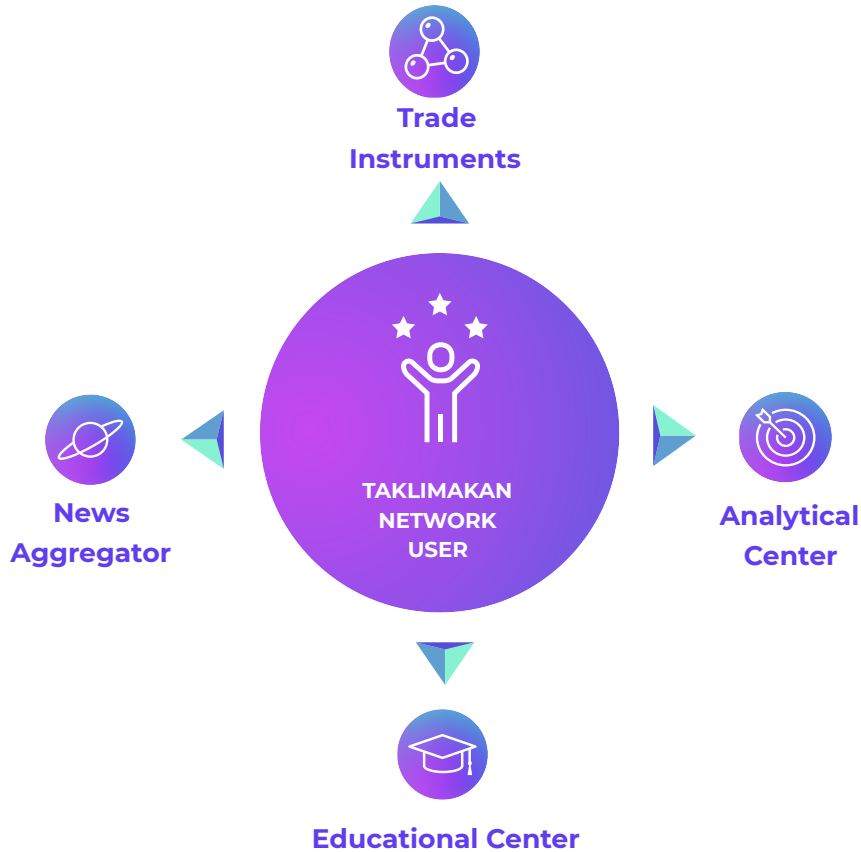
The main goal of the Taklimakan Network founders is to create a community of experts. Our platform will connect the leading crypto analysts, experienced crypto investors with beginners and give them the necessary tools to bring the crypto market to a new level.

### Main Functions of the Platform:

- ▶ Aggregation of general information and news on crypto currencies
- ▶ Education center
- ▶ The analytical center of the platform - unique tools and experts
- ▶ Asset management materials developed by experts
- ▶ Trading instruments for crypto currency analysis



- ▶ Analytical service of materials moderation developed by platform experts
- ▶ Market signals and subscription reviews
- ▶ Creation of personal portfolio, monitoring different cryptocurrency trends, crypto asset analysis and comparison



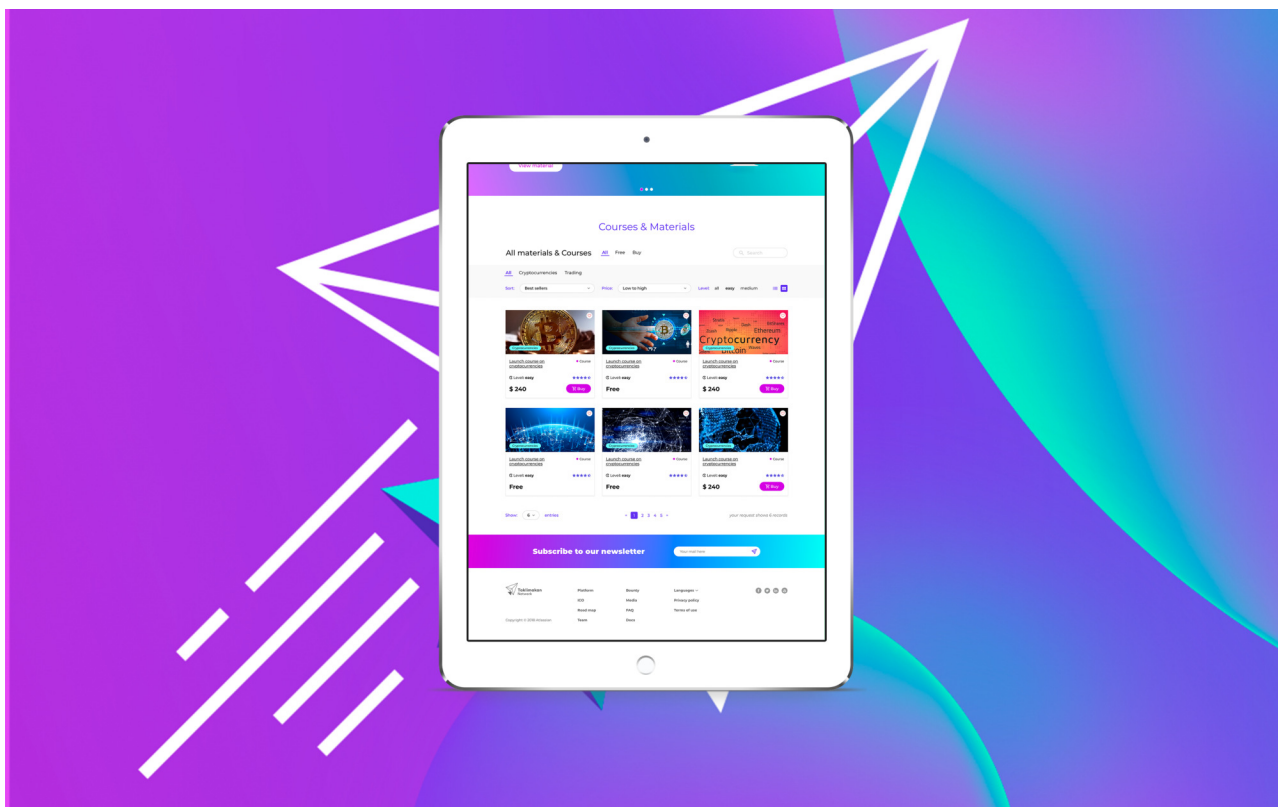
Taklimakan Network has the ability to solve many problems of the industry, related to the lack of trust in financial intermediaries, low level of awareness and lack of reliable source of news and industry reviews.

Analytical service of the platform monitors and selects news & materials from various sources. This feature saves time and gives users an access to verified and structured information.

Members of Taklimakan Network get the opportunity to make rational and balanced decisions using professional trading tools which are usually available only for institutional investors.

## End User Benefits

Taklimakan platform provides its users with the essential crypto tools regardless of location, initial capital and knowledge. Taklimakan Network expert community, which includes experienced financial analysts and traders forms a major platform with many advantages for the users.



▶ **News aggregator with pre-moderated materials.**

The analytical service of the project accumulates, verifies and evaluates materials on various crypto currencies before providing it in a structured and convenient form to the community.

▶ **High-quality analytical reviews and educational content**

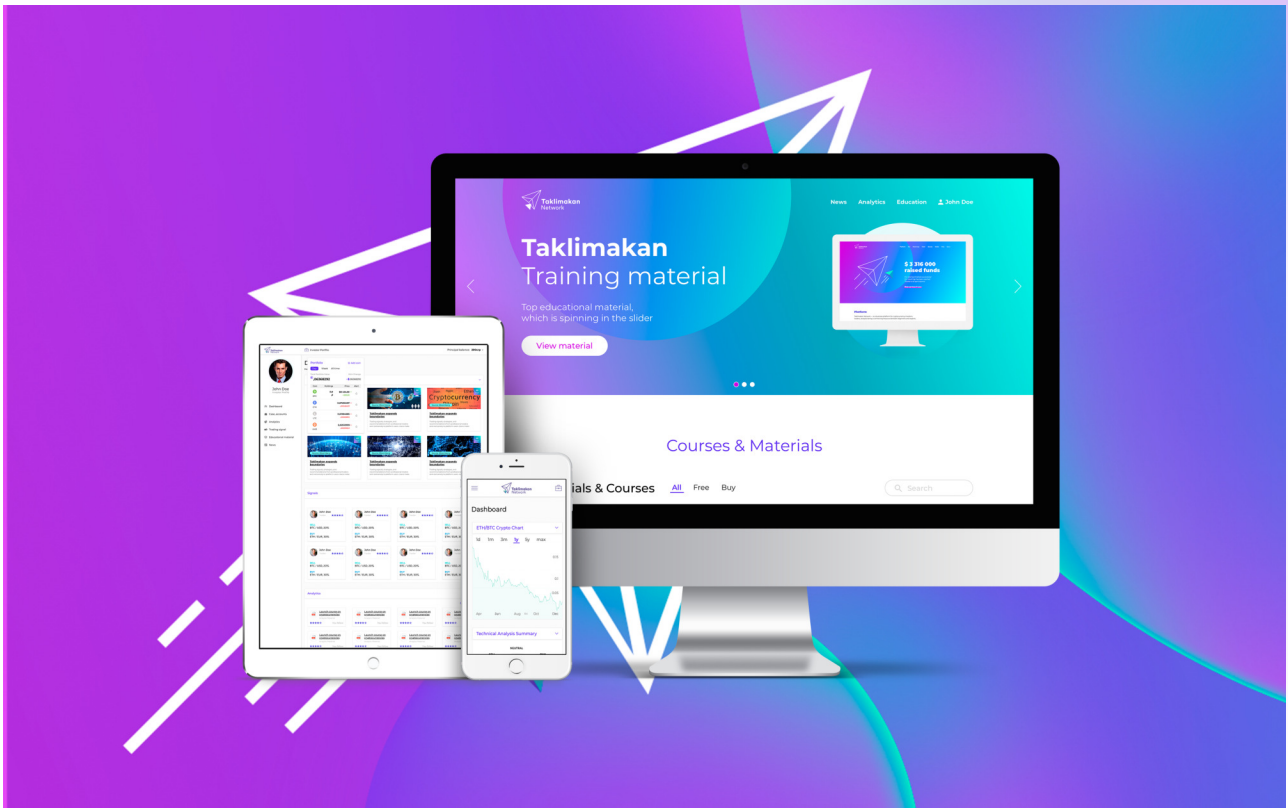
Each user of the platform gets access to high-quality analytical materials and recommendations from professional consultants and experts in the field of digital assets. For the beginners, there is basic information about crypto currencies, trading courses, as well as materials to improve financial literacy and a number of practical tasks describing the use of trading instruments.

▶ **A wide range of analytical instruments**

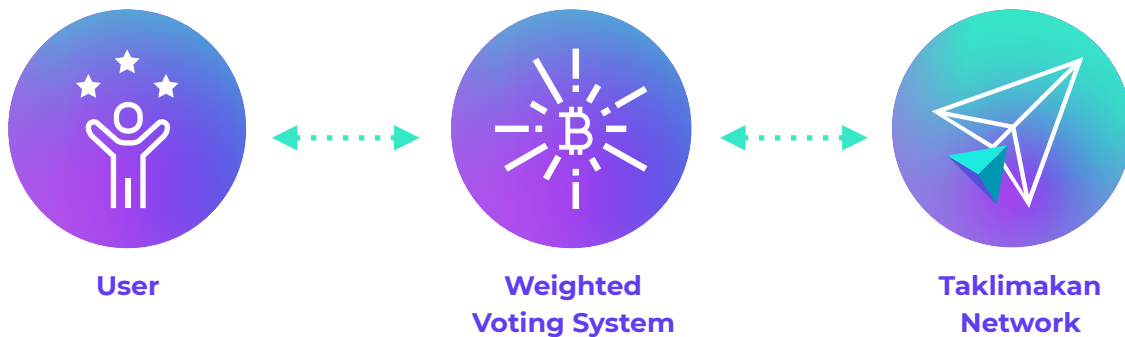
The platform allows using trading tools, which are only available to institutional investors on traditional markets. They help the user to make rational investment decisions on the basis of objective information. Platform participants can learn how to use the tools in the education center as well.

▶ **Possibility of obtaining professional advice regardless of the user's initial capital**

By using an internal token and reducing transaction costs each user will be able to obtain a professional advice. This will attract investors from all parts of the world regardless of their disposable income.



## Why Blockchain?



The system of stake-weighted voting will for the base of the platform strategic development.

**This system will allow any member of the community to introduce proposals on amending and improving Taklimakan Network's product.**

Each holder of TKLN tokens has the right to vote for an analytical tool they find suitable for the platform. The choice in each case will be carried out from several concepts proposed by the community.

It is the members of the community who will choose the vector of platform development, which will allow maintaining its independence and decentralization. Based on the opinion of the community, Taklimakan

Network will make decisions about the implementation of popular proposals.

Taklimakan Network team strives to create an absolutely transparent system, combined with continuous community participation in development through the votes.

TKLN token plays an instrumental role in the life of the platform, providing the holder with the right to vote within the platform and also using it as a payment for analytical materials and commissions for the education center services.

**Using the TKLN token in the platform will allow each user to utilize analytical tools and news resources, increase their financial literacy with a minimal transaction and bureaucratic costs and in the same time take an active part in the development of the platform.**



The main goal of the education center created on the basis of the Taklimakan Network platform is to increase the level of literacy in the crypto industry and to teach users practical trading skills.

Each user will be able to select a crypto investment mentor, take a course of webinars and lectures. A full access to the blockchain technology library, description of various capital investment methods and trading instruments in the crypto market will be provided as well. The materials of the education center will be structured and distributed according to the knowledge level of the user and the goals of the education processes. In addition, the platform will stimulate the creation of video lectures where particular trading tools will be described.

Qualified and experienced users will be able to provide author's content, training materials, articles, individual consultations, master classes and webinars for users from different countries, receiving a reward in TKLN tokens.

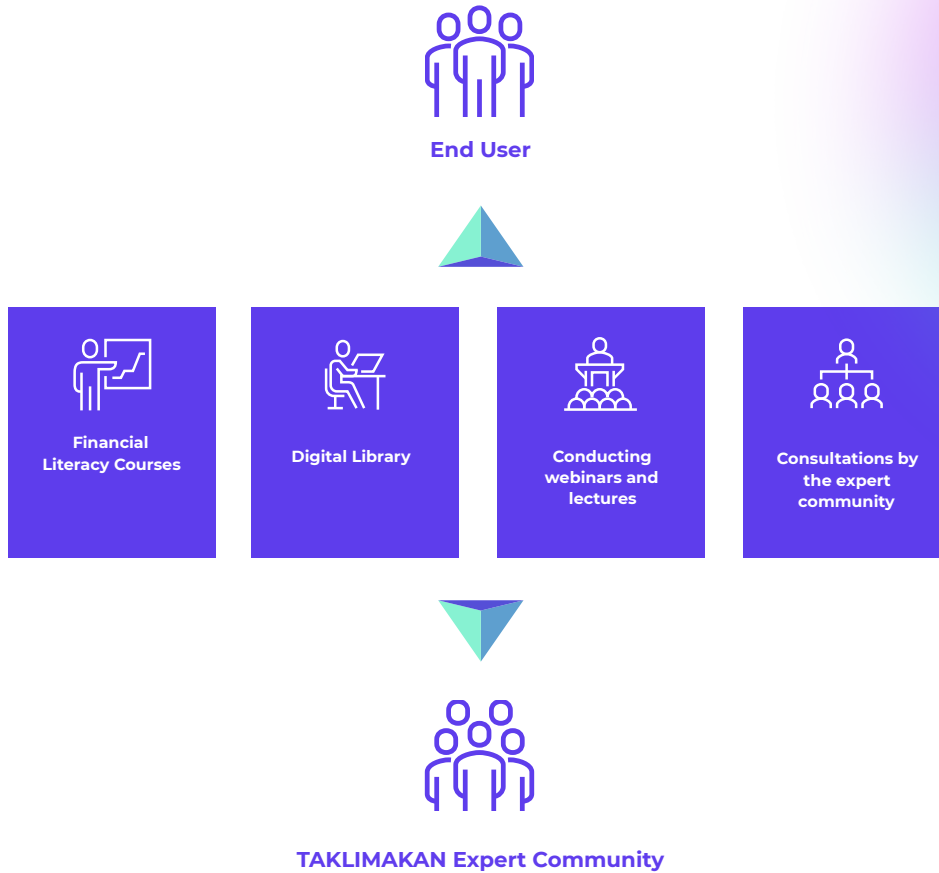
## Platform Principles

Taklimakan Network provides a convenient tool for crypto investment.

### Platform functions

- ▶ A social network for crypto community professional and beginner members
- ▶ Access to market experts
- ▶ Marketplace tools, reviews and courses

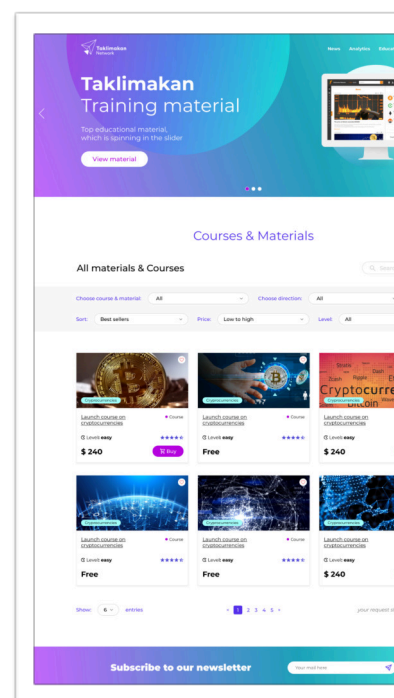
- ▶ Ability to create personal portfolio, monitoring the information about crypto currencies and an access to their detailed analysis and comparison



## Features available for the platform users

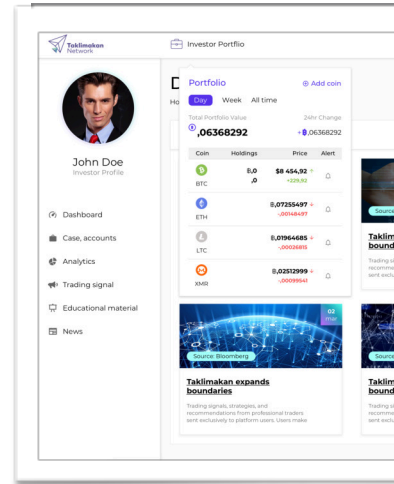
Every user gets an access to Investor's Account, which allows them to:

- ▶ Create your own portfolio and personalize the platform
- ▶ Access to up-to-date market news, selected by the platform's analytical service and structured for the convenience of the user on his or her choice
- ▶ Subscribe to expert reviews and trading signals
- ▶ Use tools for statistical analysis
- ▶ Refer to professional managers and funds with effective investment strategies for asset management
- ▶ Compare cryptocurrency performance with crypto indices and portfolios of other users
- ▶ Gain knowledge in the educational center and learn how to use analytical tools



## Functions for Professionals

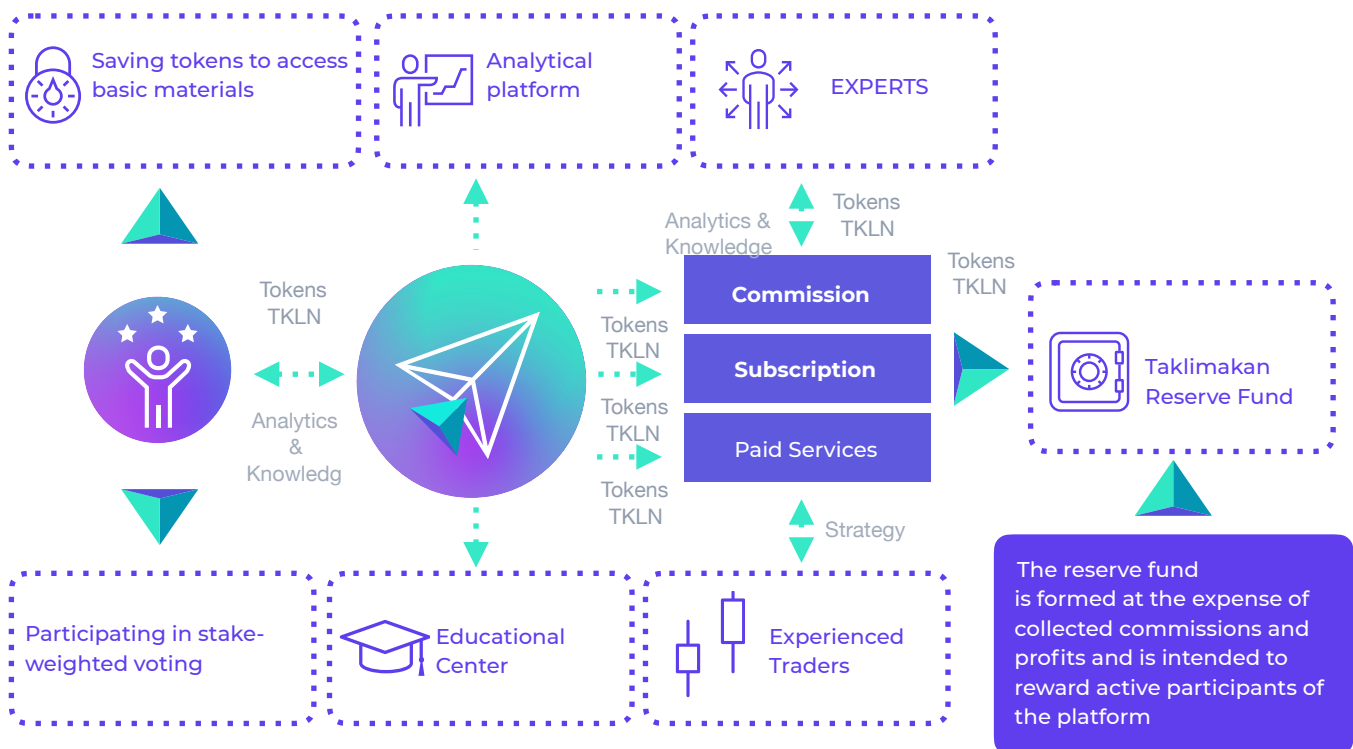
- ▶ Publish analytical materials and send them directly to his subscribers
- ▶ Provide strategy on management of users assets
- ▶ Create lectures, webinars and consultations to introduce beginners to the basics of blockchain technologies
- ▶ Use of analytical tools for statistical analysis of data
- ▶ Access the news portal for information on crypto currencies, selected and structured analytical services of the platform



## Tokenomics

TKLN is the Taklimakan Platform's internal payment token. It is used for all platform service payments, including analytical materials, market signals, educational courses and paid subscriptions.

The reserve fund is formed at the expense of collected commissions and is intended to reward active participants of the platform



Token circulation in the Taklimakan Network ecosystem

Each holder of TKLN tokens has the right to vote for the amendments and upgrades of the platform.

After the trial period ends, the user will need to have 1000 TKLN on their balance to gain access to the platform services. After that, the user will be able to use the materials free of charge again.

## Token Use

### ▶ Subscription to analytical materials and services

The user can use their tokens as a means of payment for the subscription to analytical materials released by Taklimakan Network experts and also get full access to the materials, lectures and practical lessons of the education center.

### ▶ Commission fees for using expert strategies

To acquire an access to trading strategies, the user must pay a commission for using a ready-made solution and analyst's advice.

### ▶ Referral and contribution bonuses

Platform participants will be able to additionally earn tokens by participating in referral program and receive bonuses for content and offers in the local CPA network.

### ▶ Vote stake

Every member of the network that has TKLN tokens on their account has the right to vote for innovations within the platform.

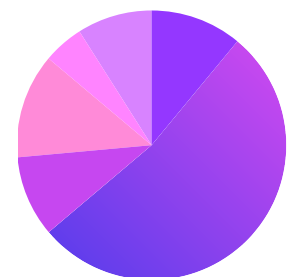
### ▶ Membership deposit to access Taklimakan Network news platform

After the end of the trial period, the access to news and materials will be accessible to the users that have a certain number of TKLN tokens on the their accounts.

## Token Sale: Overview

### The main goals of the token sale are:

- ▶ To receive funds for the further development and promotion of the Taklimakan Network
- ▶ To format a community and attract users of the platform token distribution: a fixed number of tokens will be issued, the maximum number is limited to 1.000.000.000 TKLN. The release of the tokens will take place during two months — from April 9 to June 9, 2018. Distribution will be carried out via smart contract. Buyers will receive tokens immediately after the end of token sale; given that all necessary KYC information was provided by a purchaser



- Token Sale
- Team
- Reserve
- Bounty & Advisors
- Pre-Sale
- Strategic partners

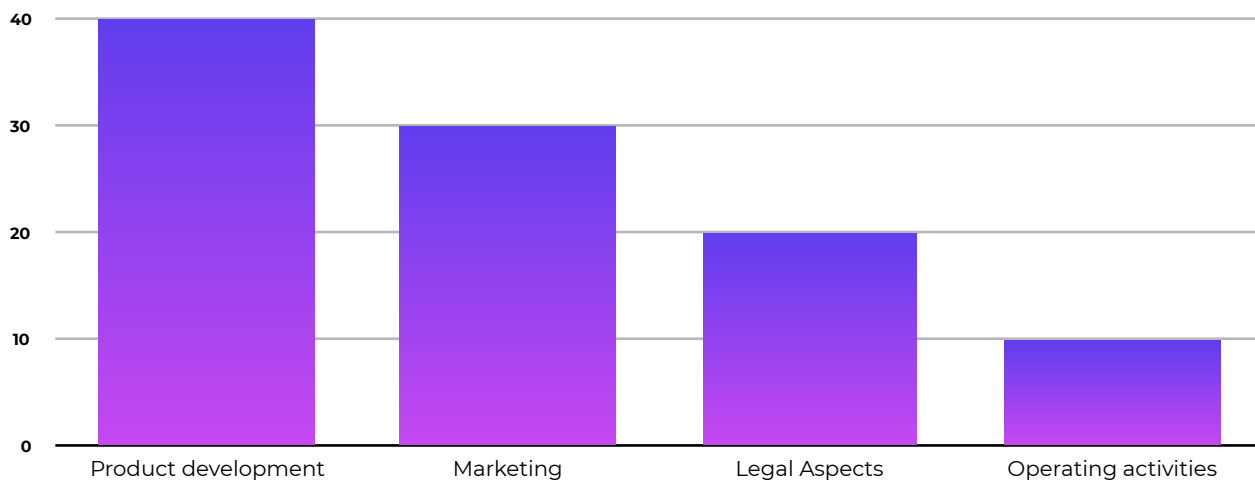
**Token Ticket:** TKLN  
**Token Standard:** Ethereum ERC20  
**ICO Starts:** 9 April 2018 10:00 UTC  
**ICO Ends:** 9 June 2018 10:00 UTC  
**Token Price:** 1 TKLN = 0.05 USD  
**Token Sale Supply:** 550.000.000 TKLN  
**Total Supply:** 1.000.000.000 TKLN

**SOFT CAP**  
**5 000 000 USD**

**HARD CAP**  
**27 500 000 USD**

The funds received during Token Sale will be used for further development of the platform, expansion of the team, integration of tokens and covering marketing and legal expenses.

The largest part of the tokens will be realized at the Token Sale stage — 55%. 175.000.000 TKLN tokens will be rewarded to the team, advisers and early buyers. 25.000.000 tokens will be rewarded to a bounty- program participants. The biggest part of the funds collected will be used to develop the platform and to ensure operational activities.



Platform Expenditure Distribution (%)

## Token Sale: Participation

**TKLN tokens can be bought at [taklimakan.io](http://taklimakan.io).**

Various cryptocurrencies are accepted including BTC, ETH, BCH, XRP, LTC, NEO, DASH, XMR, NEM, ZEC, as well as many other cryptocurrencies that are listed on the website.

All funds received from the sale of TKLN tokens are placed in Escrow and are transferred to the Taklimakan Network team according to the roadmap after Token Sale end and as users receive their tokens.



Moreover, in order to minimize the risks of fraudulent actions by third parties, all collected funds will be stored in a multi-signature purse with 3 signatures. All major transactions will take place only if all 3 signatures completed.

### We recommend the following wallets:



**MetaMask**  
(Google Chrome Extension)



**MyEtherWallet**  
(Doesn't require installation)



**Ethereum Wallet**  
(Requires installation)



The below wallets are not suitable for participation in Taklimakan Network Token Sale: Jaxx, Exodus, Coinbase, Poloniex, Kraken, Bitstamp, Bitfinex, Bittrex, and other crypto exchanges. **Do not use any of the following wallets to participate in the purchase of TKLN Tokens!**

## Reward System

### Bonuses since the start of Token Sale:



## Join Our Community

-  [https://twitter.com/taklimakan\\_net](https://twitter.com/taklimakan_net)
-  <https://instagram.com/taklimakan.network>
-  <https://medium.com/@taklimakan>
-  <https://www.facebook.com/taklimakannetwork/>
-  <https://www.linkedin.com/company/taklimakan-network/>
-  [https://t.me/taklimakan\\_news](https://t.me/taklimakan_news)
-  [https://t.me/taklimakan\\_en](https://t.me/taklimakan_en)
-  <https://www.reddit.com/user/taklimakan>
-  <https://bitcointalk.org/index.php?topic=2426759.0>
-  <https://github.com/usetech-llc/taklimakan-network>
-  <https://taklimakan.io>



## Project Team

An international team of professional investors, traders, analysts, marketers and blockchain developers.



### Rashid Yussup

Chief Executive Officer | Co-founder

<https://www.linkedin.com/in/rashid-yussup-4457b749/>

A skilled investor with more than 9 years of experience in financial markets. Founder of the investment focused on asset management. A highly skilled professional in developing trading strategies and building investment portfolios. The ideological inspirer and innovator of IT projects, with experience of more than 2 years. He invests in the cryptocurrency market since 2014. More than 8 years of entrepreneurial experience in the offline business in UAE and Kazakhstan. Professional hobby – film directing.

### Rustam Kairy

Chief Operating Officer | Co-founder

<https://www.linkedin.com/in/rustam-kairy-3907a114b/>

An entrepreneur, private investor, social and political activist. Over the course of his career he managed complex projects and was actively engaged in business development. FX and stock trader for more than 7 years, with 3 years in cryptocurrency trading. Previously, had an experience in creating and promoting online businesses in the Kazakhstan market.



### Yong Ming Hong

Chief Financial Officer | Co-founder

<https://www.linkedin.com/in/yong-ming-hong-4a9050151/>

Blockchain evangelist and professional expert in conducting detailed financial and economic analysis and evaluation of investment projects. Has significant experience in conducting pre-investment analysis on technological startups. Monitored and conducted an in-depth analysis of Asian startups. Moreover, participated in the development of FinTech projects in Asian markets. Entrepreneurial experience specializing in online business in the Chinese market since 2004.



### Berik Yernazar

Business Analyst

<https://www.linkedin.com/in/berik-yernazar-56754535/>

Has the great experience in managing and analyzing portfolios of bonds, equities and derivatives. Successfully graduated from the top ranked British University Cass Business School and was recognized as the best student of the university in 2015. He worked for Russell Investments, as an analyst for the government and corporate bonds market and also replaced the portfolio manager when required. Has an experience of managing a portfolio of 2 billion USD. Moreover, he also achieved good results in trading with cryptocurrencies and in the construction of an optimal portfolio with the best risk/return characteristics. Previous work experience include: Sanofi, Royal Bank of Scotland and Willis.





**Gregory Zaitsev**

Blockchain Architecture

<https://www.linkedin.com/in/gregory-zaitsev-95ba633/>

Responsible for Project, requirements and architecture management of blockchain solutions. Gregory has overall experience in software development over 17 years, which includes 4 years in information security, 10 years in PM/team lead role in US R&D centers of Lenovo and ARCA, as well as application development for Linux, Windows, and Android. Representative of UseTech.

**Constantine Pozdnikin**

Blockchain | Front-end Developer

Proficient front-end developer. Constantine specializes in front-end development and has deep experience in technologies like Angular, React, jQuery, JavaScript, Node.JS, PHP, MySQL, PostgreSQL, Redis, RabbitMQ, Mongo, CSS, HTML 5, and others. Representative of UseTech.



**Sinichkin Alexander**

Product Manager

With 10+ years of IT experience, Alexander is specialized in developing in back-end development in Python. He has deep experience in technologies like Python, Django, AioHTTP, Tornado, Postgres, Mongo, Celery, Redis, and others. Representative of UseTech.

**Evgeny Shevtsov**

UI/UX Designer

Evgeny has extensive skills in designing for various platforms, as well as excellent knowledge of typography and composition, and features of interactive design. Skilled in the trends of web design and visual design in general. Acquainted with the principles of usability, UI / UX, Apple's GUI and Google Material Design.



**Bojan Trivic**

Chief Analyst

<https://www.linkedin.com/in/bojan-trivic-a00671155/>

Institutional investment management professional with deep expertise in global portfolio management in large hedge funds, as well as in trading, venture capital selection, financial engineering, consulting, high net worth investment management and advisory. Has an extensive experience working with leading investment banks and asset managers such as Morgan Stanley, Goldman Sachs, Deutsche Bank, Barclays, HSBC, Nomura.

**Svyatoslav Zhuk**

Product Manager

Expertise in internet based projects. Experience as CIO in Russian and international companies from 2004 to 2007. He founded his own company inXL, specializing in the development and management of complex Internet projects. Since 2007, more than 100 projects have been successfully implemented, including e-commerce. Trader on MICEX/FORTS since 2014.





**Tommy Petrov**

Marketing Director

<https://www.linkedin.com/in/tommy-petrov-6263b721>

Co-founder and creative director of Dada Agency, whose main focuses are consulting and IT launches for global projects and brands. Studied visual communication and graphic design in HIT Israel, improved his qualifications in BBDO University (Paris), and Mentor Studying with Y Combinator graduate project founders in Silicon Valley, USA. Advertising experience in worldwide agencies more than 10 years, launching innovative IT startups for 4 years. Professional hobby — contemporary art.

**Aysilu Khayrullina**

Partnership Manager

<https://www.linkedin.com/in/aisylu-khairullina/>

Responsible for Product requirements – design, description and management of business processes. Having an Associate degree from Yeongjin College (Seoul, Korea) and a BSc in Data Analysis from Innopolis University (Kazan, Russia) Aysilu is a key team member in charge of research of user's/customer's needs, identification of important software functionality and detailed structuring of that functionality, all elements of the successful product design. Representative of UseTech.



**Maralbek Zeinullin**

Business Communication Manager

<https://www.linkedin.com/in/maralbek-zeinullin-5b4b1b45/>

Responsible for business negotiations. Also engaged in administration of the community of the project and the news portal as a part of consulting the English-speaking audience. With a Bachelor's degree from the University of Arizona (USA) and work experience at Nazarbayev University, Maralbek is a key member of the international cooperation team.

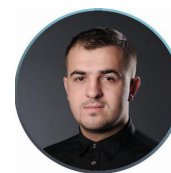


**Dmytro Krupych**

Investment Manager

<https://www.linkedin.com/in/dmytro-krupych-86894815b/>

Responsible for coordination of employee's work schedule and its timely execution. Also has an experience in the management of competitiveness. Specialist in investor relations.



**Sergei Gotsulyak**

Product Manager

<https://www.facebook.com/gotsulyak>

Experience in development and management in IT companies — software developers, cloud services and start-ups in high-tech. Sergey has important and non-trivial concepts: algorithms and data structures, an estimation of complexity of algorithms, OOP and patterns.

# Advisory Board



**Alexander Mitrovich**

Advisor & Developer Relations

<https://www.linkedin.com/in/alexandermitrovich/>

IT Executive with over 15 years of managerial experience in Global Technology Services and an entrepreneur who built several successful small and medium size international businesses. Blockchain enthusiast since 2015, Alexander builds the Blockchain Practice and runs Global Operations at USEtech, a 250+ person Software Development company. Having a MS in Engineering, and an MBA, as well as completing TGM Executive Education at INSEAD, Alexander started his IT career with FAME (now Sunguard) in New York. After that he was part of the Management team that built Luxoft (NYSE:LXFT), one of the largest Software Development companies to come out of Eastern Europe by serving top-tier Investment Banks like UBS and Deutsche Bank, Manufacturing and Energy companies. Prior to joining Usetech, Alexander created several EdTech startups and ran an IT consultancy.

**Denny Liu**

Investment Strategy Advisor

<https://www.linkedin.com/in/dennyhliu/>

Real estate investment banking analyst with prior experience covering the healthcare and chemicals sectors at Barclays Investment Bank. Moreover, Denny worked at other reputable firms such as Lloyds, Santander and Cube Capital covering various roles. Previously graduated from the University of Cambridge with an MPhil in Management, and prior to that, ranked first among BSc Investment and Financial Risk Management graduates at Cass Business School.



**Jeonggon Mun**

Strategic Advisor

<https://www.linkedin.com/in/jeonggon-mun-670b8b28/>



Jeonggon Mun is working as an ICO technical analyst and a blockchain developer. Jeonggon had successfully finished his own ICO, Linker Coin. Currently, he is the CEO of BlockBank and also advising various ICOs around the world. He obtained his Master of Financial Engineering at UC Berkeley. He also has 10 years of working experience in quantitative development, Market Making & HFT trading in leading multinational investment institutions. John's finance and engineering background supported him strongly in blockchain industry.

**Rakesh Shyam Kirpalani**

Business Advisor

<https://www.linkedin.com/in/rakesh-kirpalani-02264724/>

An experienced and successful entrepreneur in consumer electronics field, mobile devices, pharmaceuticals and real estate. As a clear leader and strategist, he managed to optimize the business processes of his projects. Owns and manages companies in UAE, Kazakhstan, Georgia, Uzbekistan, India and in Africa Has a bachelor's degree in Commerce, College of Podar, Mumbai, India.





**Chuang Pei-Han**

Strategic Advisor <https://www.linkedin.com/in/chuangpeihan/>

Co-founder of Morpheus Labs ICO project. Serial entrepreneur who raised multi-million funding & grew one of his startups to a million dollar generating business. Graduate of Massachusetts Institute of Technology

**Mohamed Ali Bouhja**

Investment Strategy Advisor  
<https://www.linkedin.com/in/bouhja/>

Senior investment analyst at CBRE Global Investors covering real estate financing. Previous work experience includes LaSalle Investment Management, Marks and Spencer and PwC. Previously graduated from the University of Cambridge with an MPhil in Real Estate Finance



**Andrey Korbolin**

Business Advisor  
<https://www.linkedin.com/in/andrey-korbolin-90b871158/>

Professional business planner. An internal control systems specialist, analysis and modeling of business processes, optimization from "difficult to implement" to "working" business model in the constantly changing principles of the market. He manages identification, analysis and approval of requirements for changes in business processes, analysis of corporate policies and data systems, as well as a control of developed and implemented processes and recommendations for the introduction of new technologies for business optimization

**Anatoly Bordyugov**

Independent Advisor | Financial Consultant  
<https://www.linkedin.com/in/anbord/>

Has five years of experience in the financial sector, as well as work experience in the international consulting company KPMG as an investment analyst



**Valentina Drofa**

PR Advisor  
<https://www.linkedin.com/in/valentina-drofa-838b7290/>

CEO of Drofa Communication Agency and ICOPR Agency. Member of the Financial Education Council and Consumer Protection of the CIS countries. Constant columnist in Forbes Magazine. She graduated from the economics faculty of Saint Petersburg University with Business Management degree.

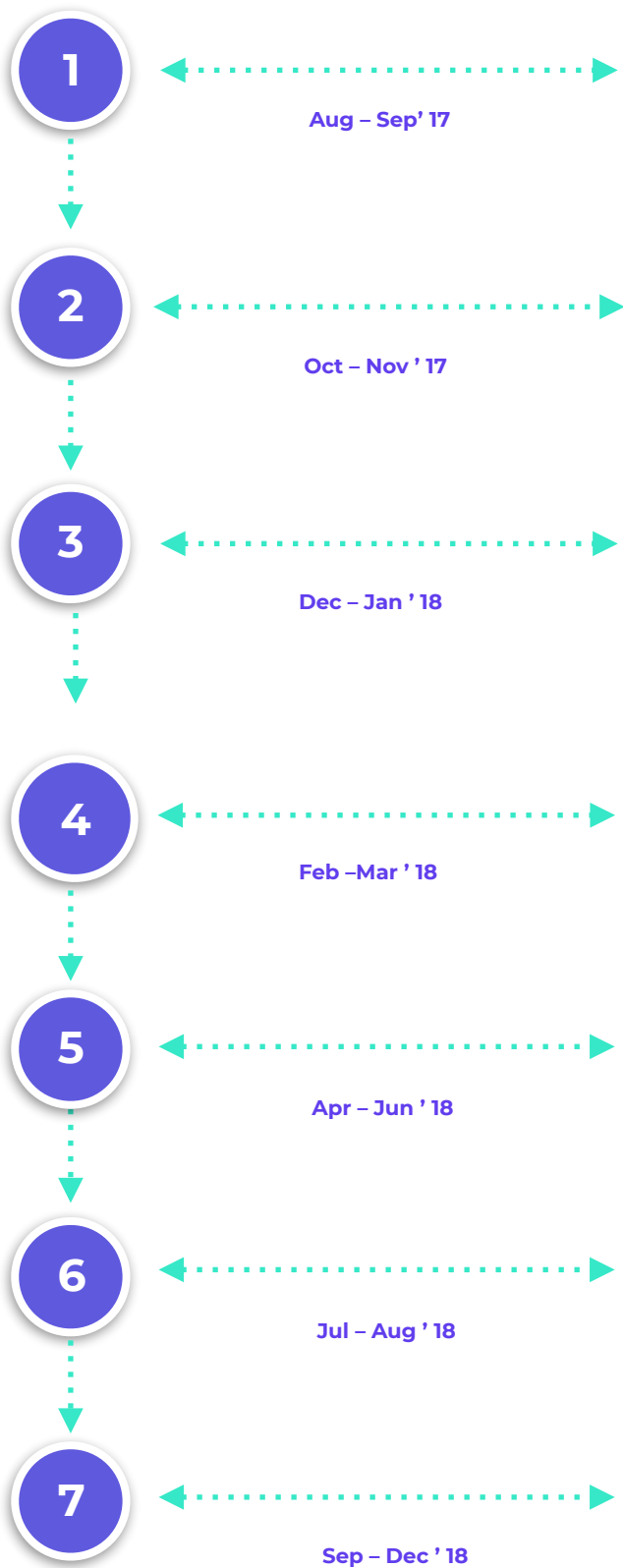
**Vladislav Sudin**

Advisor & Investor Relations  
<https://www.linkedin.com/in/vlado-sudin-a5bb7637/>

More than 5 years successfully engaged in the development of projects for small and medium-sized businesses. Director of Accelerator StartON, CEO of SioCoin. Project Management Specialist. Specialist in investor relations.



# Project roadmap



## Start of work on the project

- Analysis of the market and its problems
- Concept and idea development
- Forming project development strategy
- Forming the core team of the project
- Whitepaper: start of work  
Forming a strategy that solves the problems of e-commerce

## Research of industry and problems

- Development of MVP
- Presentation to users and early beard purchasers
- Marketing Campaign Platform
- Private pre-sale
- Work on Whitepaper and project packaging

## Public Pre-sale

- Marketing campaign of the Project
- Taklimakan Network creation
- Engaging first experts and analysts

## Development and expansion

- Platform development
- Finding partnerships with media resources
- Forming the digital library
- Working with the community

## Token Sale

- Alpha version release
- Development of an internal scoring system
- International expansion

## Beta Version Release

- Running at full operational capacities
- Involving experts on the website
- Developing a mobile application

## Engaging New Users

- Mobile app beta version
- Global marketing campaign



## Limitation of Liability

**PLEASE REVIEW THIS SECTION CAREFULLY. IF YOU HAVE ANY DOUBTS REGARDING WHAT ACTIONS YOU NEED TO TAKE, WE RECOMMEND YOU TO REFER TO LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL CONSULTANTS.**

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