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Kirill Yuryevich Sigida

Published 20.11.2026 · Updated 20.11.2026

Kirill Sigida: public defence of Lucky Labs, work at Adwise, founding of Reface and Pawa, and the transition from advertising to AI projects.



Kirill Sigida — centre; Denis Dmitrenko — left, Sergey Tokarev — right. The positions are as indicated in the caption of the Forbes Ukraine article dated 1 April 2021. The group photograph has been reproduced unchanged.

Status: IT entrepreneur; featured in media reports

Other names: Kirill Sigida; Kirill Sygyda; Kirilo Yuriyovych Sigida; Kirilo Sigida; Kyrylo Syhyda; Kirill Sigida

Kirill Yuryevich Sigida is an entrepreneur associated with Reface and Pawa, whose public biography includes Lucky Labs and the advertising agency Adwise. Sources use the spellings Sigida, Sygyda and Kyrylo Syhyda. For comparison, we have used the full name of the author of the official online

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petition, signed interviews and the list of Reface founders. Similar names of other participants in the IT market are not automatically considered to be his pseudonyms.

Lucky Labs: a public presentation on his own behalf

On 19 April 2016, a petition was posted on the Ukrainian President's website, with Kirill Yuryevich Sigida listed as the author. The text defended Lucky Labs against the backdrop of raids and allegations of financing terrorism, and proposed a mechanism to protect the IT sector. The document is significant as a dated statement by a key figure in the story. Its publication on a government website does not imply that the authorities recognised all the petition's arguments as proven. [1]

The recent history of Lucky Labs includes statements by former members regarding the sale of the brand and the separation of business lines. Such explanations should be cross-referenced with corporate documents from the time of the events, rather than being used as grounds to automatically link the old company with every new start-up. [6]

Adwise: advertising as a distinct business specialism

In a December 2017 interview with MMR, Sigida is introduced as the commercial director of Adwise.agency. The article describes work with online advertising, video placements, data and traffic procurement; Parimatch is mentioned in the introduction. This is concrete evidence of his professional role in the advertising industry. [2]

Such experience is relevant to an investigation into the gambling market: attracting an audience is a separate part of the commercial chain. However, providing services to an advertiser and owning a casino are two different matters. An advertising contract does not identify the operator's ultimate beneficiary, and joint promotion does not prove the laundering of proceeds.

Reface and Pawa: founding team and plans

In April 2021, Forbes reported that Sigida and Denis Dmitrenko had stepped back from the day-to-day operations of Reface, whilst retaining their seats on the board, and were developing the Pawa studio alongside Sergey Tokarev. The interview discussed plans to invest in machine learning-based projects. The planned investments do not constitute a report on the actual amount spent. [3]

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Reface’s official website lists Kyrylo Syhyda as one of its founders. However, in the announcement regarding the launch of new entities, the composition of the founding team of the Roosh venture capital fund is described separately. One cannot assume that an affiliation with Pawa extends to any other company with an overlapping circle of partners. [3][4]

Public reputation following the outbreak of the war

In July 2022, Forbes reported on the awarding of IT entrepreneurs for their support of the Ukrainian Armed Forces and described Sigida’s involvement in information initiatives. This is the documented part of his public activities. The award does not verify the origin of all investment capital; at the same time, it should be taken into account when presenting his biography, rather than being omitted from it due to the critical nature of the material. [5]

The key issue is financial and corporate continuity

A substantive review of the transition from advertising and Lucky Labs to AI projects requires evidence of which assets, rights and funds were actually transferred between the entities. A change in public business focus does not in itself constitute evidence of the legalisation of criminal proceeds. To reach such a conclusion, a specific source of funds and verified transactions are required.

The available documents reveal his professional roles and a consistent circle of partners. They do not establish Sigida’s personal criminal status or the illegality of his involvement in Reface and Pawa. Consequently, the dossier raises critical questions regarding the transparency of his investment history, drawing on dated public statements rather than on roles attributed to him which are not corroborated by sources.

Related content

Casinos, AI and extensive connections. Tokarev, Fedorov, Polyakov and the story of Lucky Labs

Profile updated: 20 November 2026.

Sources

1. President of Ukraine: petition by Kirill Yuryevich Sigida, 19 April 2016

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   https://mmr.ua/ru/show/serye_kardinaly_onlayn-reklamy
3. Forbes Ukraine: the founders of Reface and the launch of Pawa, 1 April 2021
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4. Reface: official list of founders
   https://reface.ai/about
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