

**Giorgio Talegon**

**CEO IN FOCUS**

**JEXOS™**

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JUNE 2019

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# WELCOME TO Crypto Investment Times

"Creating & maintaining trust between ICOs & investors is paramount today in order to enable the market to grow".

JUNE 2019

Time for Investing into Crypto OR NOT?

AS the crypto market seems to be stabilizing, maturing and growing in a positive manner, this is the time traditional investors are taking serious note of this market.

Guiding traditional investors through the maze of Crypto investment options like Coins, Stablecoins, ICOs, STOs and all that's there to come in the future.

Rima M.

That's where CIT'18 comes in –presenting guides that will help traditional investors invest in the field in as much confidence as possible.

## “UNPLUGGED” IS IN

*THE tech-obsessed creatures have begun to understand the value of “unplugging” every now and then.*

*When we do unplug from the digital world, we tend to turn to print media as a form of thought and engagement.*

*It is then that the magic begins...*

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# CEO IN FOCUS



## GIORGIO TALEGON FOUNDER & CEO HYPERBIDDER/JEXOS



## A RESULTS-DRIVEN ENTREPRENEUR

Giorgio Talegon developed a passion for Web Development and Information Technology from his early years in University. While studying Business Administration with a focus on International Marketing, he could often be found in the University's Computer Lab.

He self-taught himself how to code and started developing web sites for SMEs while still in college. Right out of school, he built his first platform geared towards American Actors, and the Casting Industry, linking them together with dailies. Although he was successful enough to put together a decent number of actors in its database, it was not enough to generate sufficient revenues to continue with this business model. However, later he would build a large Ad Exchange Network with proprietary bidding system called Hyperbidder (hyperbidder.com) with thousands of Publishers and large buyers like NBC/Universal, McDonalds to name a few.

Giorgio Talegon's newest endeavor is JEXOS which is a Blockchain project that is so unique with one part of it is geared towards the Ad Industry (Ad-Tech), and the other part is geared to Financial Industry (Fin-Tech).

It is an interesting and a massive project which is being built by both Hyperbidder engineers and a Global Open Source Development Community that shares 10% of the Company's overall tokens (JEXOS). This project is indeed interesting while the Ad-Tech part of the project can raise funds through IEO/ICO, the Fin-Tech part can only be introduced to traditional Venture funds and to large Institutions for partnerships.

*Recently, JEXOS has raised enough funding (Angel Round) through a German private investor to build its product to push it to the marketplace.*





**Hyperbidder introduces JEXOS!  
Claims it will clean up the Ad Industry**

JEXOS is a Blockchain Project that levels the playing field of the USD 230 Billion Ad Industry utilizing Blockchain and its proprietary JEXOS Block Claim Protocol. While working on the JEXOS Block Claim Protocol for the Ad Industry, an even more intriguing Fintech based Blockchain solution was discovered. This Fintech solution directly solves one of the biggest current Blockchain hurdles.

Although the JEXOS Team is excited about JEXOS' Ad-Tech solution, they are even more thrilled about the Fin-Tech solution they have with JEXOS and they currently push forward with its Fin-Tech part building its first Beta version.

# Hyperbidder

Giorgio Talegon is well known for his ability to build and run companies on shoestring budgets. This is also why he can quickly build and scale companies.

His strength runs in his ability to convince and motivate Teams and employees. Most of his part time employees (scattered around the world) that are involved with JEXOS project work strictly for JEXOS, the native token of JEXOS.

His leadership skills can also be seen on other aspects of his life. As a hobby in Switzerland, he also coached

Basketball Teams. As a coach, his record is quite impressive with 39 wins and only 2 losses (39-2) with two losses came against the same referee (by 4 points and 1 point respectively).

A Team he coached made it to the 1st League all the way from the 3rd League with only one loss that was decided by one point. He remarks being a CEO is like being a Coach as both positions have multiple layers where one must do-it-all and must be good in all.

In order to be a successful

CEO or Coach, you have to be good at multiple layers, and if you are not good in one, or find a weakness in one, you have to work even harder on these layers to better yourself or to learn quickly to close that gap. Otherwise you can not be a successful CEO or a Coach.

A European born American, Giorgio Talegon has lived in five different countries ranging in three different continents and speaks five languages. Although, he lived in California for over 23 years where he originally founded Hyperbidder, he currently resides in Zurich, Switzerland.

He believes he is just at the right place at the right time as the Fintech solution of JEXOS is well suited for Switzerland. He also believes his Swiss co-founder and COO is just the perfect addition to JEXOS with his extensive financial background and experience with the Financial Industry having worked with all major banks in Switzerland.

He believes JEXOS makes it a very promising Fintech project for any investor with the great concept that is unique (first to market) with just the right combination of executives in the core Team.



**SUCCESS  
IS A  
SET-UP,  
NOT AN  
ACCIDENT.**



the CRYPTO INVESTMENT TIMES JUNE 2019



# KNIGHT IN FOCUS

» *Founder and CEO  
BlockConnectors.io*

Interest in finance started his journey on investing in equity for the past 8 years and just 2 years ago, he started looking at cryptocurrency as an alternative asset class and started being involved in the space.

Over the years, Jun Hao have gained over thousands of followers on different social media platforms for his expertise in the blockchain and cryptocurrency market. Till date, he amassed over 20,000 followers on Telegram (<https://t.me/CryptoAnalysisTM>) guiding people to understand more about cryptocurrency market. He has also been invited as a speaker and panelist for many blockchain events globally.

He strongly advocates educating people on blockchain and cryptocurrency and not just blindly investing in what others tell them. That was the impetus for why he started his telegram channel.

Jun Hao strongly believe that blockchain is the future. However, on the technological front, he believe that there are many challenges that blockchain needs to overcome in order for it to disrupt and be truly transformative. Many have compared blockchain's disruptive power to that of the internet back in the days. However, for blockchain to reach that stage, it needs to be able to build similar foundational technologies to that of the internet. Vitalik Buterin, the co-founder of Ethereum, mentioned in one of his speech that 2018 year was the year of Decentralized application (Dapps) development and 2019 is the year of adoption.

Right now, there are many Dapps in the market but there is a low adoption rate. From this, we can tell that there is a huge need for people to start being onboarded and exposed to Dapps. However, one of the main reasons why adoption rate is low is because the barriers to entry to using this Dapps is very high. Jun Hao is also one of the core team members of Torus, a frictionless login solution for Dapps that seeks to increase adoption for Dapps. The company was previously incubated and funded by Binance Labs and Coinbase Ventures and was one of the sponsors for ETH Newyork. The main reason why Torus was started is to help onboard new users onto the future - Dapps. You can find out more at <https://Tor.us>

# JUN HAO

**Jun Hao is the Founder and CEO of BlockConnectors.io, one of the top blockchain advisory firm in Asia. With over 40+ clients, they are also one of the only blockchain consultancy firms that have experience working with publicly listed companies. He is also a core team member at project Torus which is a frictionless login solution for Dapps. He graduated from a renowned school in Singapore - Singapore Management University, many years ago with a bachelors in business and finance.**



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## Interview with Christopher Obereder

making Facebook fanpages for fun, which grew to over 10 million fans over the coming years. Eventually I realized that I could actually do this as a full-time job, which was an absolute dream of mine. Tech and marketing excite me and every day I feel like I am just doing my hobby, it just doesn't feel like work to me. I also believe that this helps me thrive, because I love my work and I don't count the hours that I put into it.

Your journey started in the gaming



# CHRISTOPHER OBEREDER GERMAN BLOCKCHAIN GURU PREDICTS BITCOIN TO RISE TO \$160,000 BY 2023

## The Expert Opinion

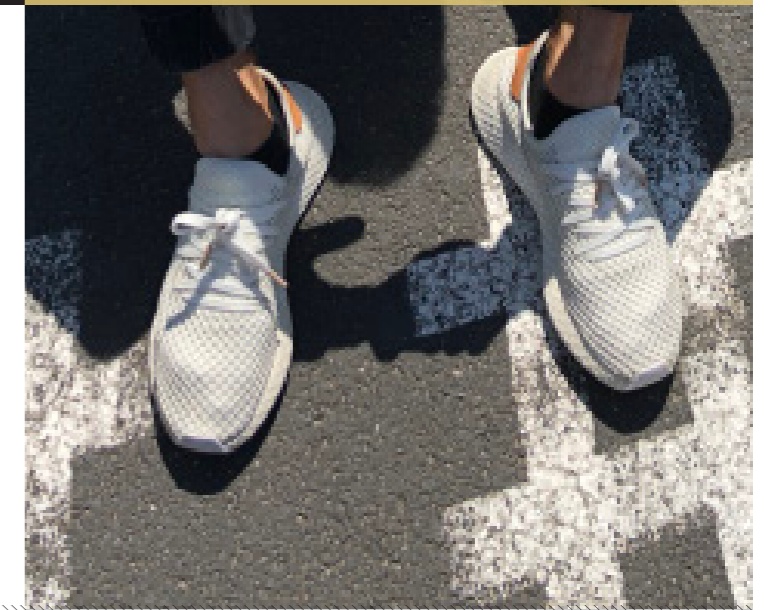
Christopher Obereder is a serial entrepreneur with a Midas touch. He programmed his first website at the age of 13 and started his first company less than three years later. Now, just 27 years old, the Munich-born tech prodigy is already something of a household name among celebs and founders in Silicon Valley. He joined the blockchain space in 2017 and has become one of the key figures in Europe.

Can you tell us about yourself, your core values, and what gets you most excited lately?

Yes, sure. One of my core values is: Only do what you actually enjoy and follow your passion. That is what I have done and for the last 10 years I have been in the marketing field. I started when I was 14

field and your games had millions of users, right?

Yes, that is correct. I worked in the gaming scene for a long time and I actually still am in the gaming scene. My most recent startup is called "Clutch" (<https://clutch.win/>) and we are a social network for gaming highlights. The platform is rising extremely fast







and I am so excited about it. Before that, I did the marketing for various viral games that got featured all over the world in over 200 countries by Apple. (<https://www.wired.co.uk/article/psych-game-1m>) We also became “Indie developer of the year” by Apple for two years and I sold one of my gaming startups to Genera Games.

**What do you think led you to get the 30 Under 30 title, and since then, what has it brought you in terms of network, opportunities, etc?**

My move to Silicon Valley enabled me to take my startups to the next level and this helped me to get on the Forbes 30 under 30 list (<https://www.forbes.com/profile/christopher-obereder/#3a9a2ec0350b>).

The effect of this title is massive, because it generates a lot of trust and the Forbes network is immense as well.

**Then in 2018, you were CMO of Tellonym,**

**one of the fastest growing apps of 2018. What did you learn from this journey?**

Tellonym (<https://tellonym.me/>) was an absolute success, we grew to millions of active users within months and the growth has not slowed down. Tellonym taught me that if you have a product that works really well for a specific audience, then there is almost no limit to growth.

**When did you get into the blockchain field and what were your main projects?**

I started in the blockchain scene in 2017 and I have been part of it ever since. I did the marketing for various large ICOs and became the CMO of Coin Stats, one of the largest apps in the field.

**Are you a Bitcoin believer?**

I am a big fan of Bitcoin and also a few other altcoins. I hold them not only to make capital gains, but also to have an alternative currency to the Euro/USD. This also helps me to not focus on the price as I hold these currencies to be more

## Christopher Obereder

27-year-old serial entrepreneur, blockchain startup advisor and Forbes 30 Under 30 member



CIT EXPERT IN FOCUS - JUNE 2019

independent. Cryptocurrencies are the currency of the world and their main strength is the independence.

and enjoy life to the fullest.

Thank you so much for your time. I wish you all the best.

**So where do you predict the price to go over the next few years?**

Before I give my answer, let me just clarify that this is not investment advice and just my personal opinion. I have over 50% of my total assets in cryptocurrencies. I started investing a lot last December and I am still buying constantly. I hold all my cryptocurrencies through custody services, which started arising last year.

My price prediction is that Bitcoin will break \$20,000 at the end of 2020 and will then break \$160,000 by 2023. I know it seems crazy, but I actually believe this is what will happen. I am buying cryptocurrencies every month.

**What are your hobbies, Christopher?**

I love sports and try to do something sporty every day. I also love anything that is adventurous, spontaneous and fun. You only live once, so I want to try everything

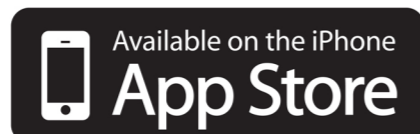
## “INFLUENTIALS” ARE SWAYED BY THE PRINT

*An ‘MRI Survey of the American Consumer’ found that “influentials,” those who have the ability to sway others are influenced most by print ads, with over 51% being influenced by magazines.*





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# How Stablecoins address volatility?

## HUGO JACQUES



### Are Stablecoins the answer to crypto's volatility problem?

Crypto ecosystem is well known for hacking, bump and dumps, market manipulations and regulation troubles. Adding to this, bad projects or lack of delivery technology on time or as promised, this is kind of “too much” for newcomers.

This volatility is the biggest barrier to an investor's adoption. How could you possibly use an unstable

currency for the transaction that will impact buyers, merchants, traders, and financial institutions?

With cryptos like BTC or ETH or LTC, certainly not. The answer is apparently Stablecoins in a form of digital money, imitating traditional and stable currency such as but not limited to, USD — or a commodity — and, “should be” guaranteed to exchange 1:1 Stablecoins for its underlying asset. Stablecoins were created to be used in the way cryptocurrencies were intended for transactions: User- friendly, stabilized, scalable, and secured. A functional and viable characteristic to increase adoption and facilitate a valuable startup growth in

the ecosystem. In a few words, a critical role.

JP Morgan ( JP Coin linked with the dollar), Venezuelan government (Petro Cryptocurrency), corporations



(Facebook, Google and most recently, IBM) are trying to take advantage of it. But the real question is:

Are Stablecoins the answer to crypto's volatility problem?

To answer this question, let's see first what they are capable to do and what are their limitations.

Fiat-Collateralized Stablecoins



Fiat collateralized Stablecoins are being backed by fiat reserves such as USD, EUR, etc. and are highly regulated, audited and not decentralized. The most famous are USDT (1 Tether 1:1 USD) or Digix back by gold (1g of gold against 1 DGX)

Crypto-Collateralized Stablecoins Stablecoin (such as MakerDAO) is backed by other crypto-currencies, volatility problem remains but the collateralized property with another crypto presents a guarantee to absorb price variation to some extent. To counterbalance this problem, the coin will not have a 1:1 ratio towards the collateral crypto, it will look more like \$2 USD pledge for every \$1 USD stablecoin issued. We call it over-



TYPE	ASSET	Simple	Transparent	Stability Level	Convenient - Fast - Secure	Autonomous	Oracle Issue	Decentralized	Secure to crashes	Regulations
Fiat-collateralized	USD, EURO...	YES	NO	YES	YES	NO	NO	NO	YES	YES
Metal-collateralized	GOLD, Palladium...	YES	NO	YES	YES	NO	NO	NO	YES	YES
Crypto-collateralized	ETH, .....	NO	YES	NO	YES	NO	NO	YES	NO	NO
Non-collateralized	Seigniorage Supply (Algorithmic)	NO	YES	YES	NO	YES	NO	NO	NO	NO
Hybrid	Mixed of assets	NO	NO	YES	YES	YES	NO	YES	YES	NO

collateralization.

### Non-Collateralized Stablecoins

Stablecoin (such as Basis) is backed by itself in a specific given time. This model uses an autonomous algorithm that can be a smart contract controlling the coin supply. Based on the demand, the algorithm will automatically change the token supply to keep the price stable.

### Hybrid Stable Coin Models

Reserve, Saga, Aurora-Borea combine Asset and Non-Collateralized which gives them the advantages of each category and covers a lot of needs. However, it collects all the cons and I do not recommend this one as it is too complex.

After this short review, here the most interesting thing:

“Stablecoin will not bring stability in market but will support adoption”

The reason is simple: The stablecoin role is designed to stabilize ONLY its own value, NOT the crypto market and, the story shows that even stablecoins are NOT stable.

“Stablecoins make sense if they are really stable, decentralized, audited and regulated” So far, Tether, the Fiat Collateralized is

probably the best example of a modern working stablecoin.

We have to keep in mind that Stablecoin are more like payment coin, a medium of exchange to avoid volatility during a transaction, a store of value and unit of account. Still imperfection with technological problems to resolve such as Oracle and its own stability challenge (except for those with really scarce backed by asset).

This been said, How can investors protect themselves from worst-case Stablecoin scenario?

And to consolidate your analysis, use a simple checklist as below:

- Check the asset-backed  
How stable is the asset backing it?
- Control in place to ensure that the stablecoin has enough of the assets in the reserve.
- What is the security/reserve audit?
- For reserve-backed stablecoins, assess the counterpart risk (If you can)
- Whitepaper quality and content. An unclear document is like a smoke grenade.
- Team information: LinkedIn profiles, other profiles, advisory teams, partners, etc.

With this, you should be fine to use your stablecoins as per your need.



## »» Hugo Jacques

Advisory Board Member at MobiePay™

Columnist at CIT - Crypto Investment Times

ICO / STO / IEO adviser, Executive Mentor, Altcoin Investor, Crypto Analyst, ICOBench Expert. digital asset consultant, connector, writer, and speaker.

Hugo is an entrepreneur, bringing his 20 years of business strategy consulting experience into the blockchain industry. He is the founder and CEO of BlockChain Impact, a startup accelerator organization that connects entrepreneurs with investors, structures and advises crypto funding (ICO, IEO, STO) along the way.

Stablecoins and regulation  
In the case of the stablecoins backed by cryptocurrencies, regulations will have to work hard... clarify the terms, legal cases to refer. The equation will be difficult to resolve as they will take into account the credibility of the issuer, collateral nature, security, bugs, blockchain platform...

If the stablecoin is not anchored to a scarce asset (such as gold) there is also a substantial danger of a constant decrease in the value of the stablecoin itself, due to its collateral.

Regulation, in this case, will be more difficult to apply as per its collateral nature and the technology behind it.

In another hand, in the case of a stablecoin that is backed by gold or USD, the token value will have more chance to be stable and the government will easily regulate commodities (Gold or USD).





# Linda Goetze

President/CEO of the Blockchain Chamber of Commerce

Educating about cutting-edge technology brings me joy. If you haven't heard of (or just don't understand) exogenous ketones, electrolyzed-reduced water, or distributed ledger technology (DLT), I'd love to point you to powerful resources that could be life-changing.

Over six years of experience with Bitcoin and Blockchain lend perspective as I help individuals and businesses enter the Crypto Age with confident caution.



## the Blockchain Chamber of Commerce (BCC)

"It is amazing what you can accomplish if you do not care who gets the credit." Harry S Truman

These words resonate with the ethos of the Blockchain Chamber of Commerce (BCC) that has led to the buildout of the Blockchain Ecosystem.

Just like the quiet and humble beginnings of the Bitcoin protocol that has been building since 2008 toward impacting the way global value transfer happens, the Blockchain Chamber of Commerce has been quietly building since 2017 to structure a blockchain ecosystem that can impact the way the world collaborates on blockchain technology.

Unlike the 4-billion-dollar-backed EOS platform that announced its "coming" social media platform with pomp

June 1st, the Blockchain Ecosystem that is LIVE TODAY at [www.blockchainecosystem.io](http://www.blockchainecosystem.io) has been bootstrapped by a strong core team and volunteers from around the world.

The BCC is a global grassroots organization with the social mandate to raise awareness, facilitate adoption, and inspire advocacy for commerce, consumers and professionals building careers in blockchain technology.

## The Industry Boosters

The focus of building out the Blockchain Ecosystem has been to maximize collaboration and exposure for the community developing blockchain technology AND to serve the community beginning to look for trustworthy blockchain education, solutions and partners. Based on a Stellar Lumens platform for reward payments and accepting Bitcoin and other traditional payment methods

through Bitpay, the Chamber is working to bridge this transitional period of blockchain adoption.

Rewarding ALL members of the community for their engagement while maintaining a high quality of experienced contributors is a challenge we believe we have met by making the platform free to all but only allowing experienced contributors coming in through personal referrals to produce platform content, recommend community news, and be available for "expert calls."

For those who are still unaware; The Blockchain Chamber of Commerce has now upgraded their existing website to a new and improved presence at [www.blockchainchamber.org](http://www.blockchainchamber.org) Not only has the BCC made a significant investment to upgrade

their existing website, it has also created a unique platform for the entire Blockchain Ecosystem - [www.blockchainecosystem.io](http://www.blockchainecosystem.io); a platform that will emerge as a complete resource for every aspect of the community the BCC represents.

If the current platform doesn't meet all of your needs - let us know how we can improve it to better serve you!

With strong collaborations with traditional chambers, relationships with blockchain associations and foundations around the world, partnerships with organizations like CREBACO, and chapters being stood up from Gurgau to Dubai, London to Atlanta, the BCC is uniquely positioned to bring a platform for open collaboration to a world-wide community that has been asking for it!

The Chamber is helping take blockchain out of the theoretical and into practical application. Hands-on experience of blockchain will be made available to BCC members by [blockknowhow.com](http://blockknowhow.com). Also, a blockchain sandbox will be freely accessible to them through the Tatum Blockchain API.

Join us today and be part of the change you want to see in this world!

(And did we mention the HUGE SEO BOOST that participating in the Blockchain Ecosystem brings to your traditional website? - just another way we are looking to bridge the gap so that cutting-edge blockchain -based Web 4.0 and 5.0 solutions can be found by those searching for alternatives to the status quo.)



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**HARTEJ SAWHNEY**  
FOUNDER AT HOSHO GROUP

"The summit has been remarkable. This has been a true blend with the whole world meeting right in the middle, in Malta."



**SOPHIA**  
AI ROBOT - SINGULARITYNET

"What excites me most is the ability to connect a lot of decentralised projects into a decentralised network - an ecosystem of ecosystems."



**JOHN MCAFEE**  
FOUNDER OF MCAFEE

"I think it was a very successful summit. The quality of the attendees and the people presenting was excellent and well organised."



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# THE COMMUNITY AUTHORITY PROF. AHMED BANAFA



## Challenges Facing Blockchain in Cybersecurity



Blockchain's decentralized approach to cybersecurity can be seen as a fresh take on the issues that the industry faces today. The market could only use more solutions to combat the threats of cyberattacks. And, the use of blockchain may yet address the vulnerabilities and limitations of current security approaches and solutions.

Throwing constant pots of money at the problem and knee-jerk reactions is not the answer. Firms need to sort out their governance, awareness, organizational culture and critically look at the business purpose and processes before they invest in systems to combat cybercrime.

The roster of these new services provided by Blockchain may be limited for now and of course they face incumbent players in the cybersecurity space. But this only offers further opportunity for other ventures to cover other key areas of cybersecurity. Blockchain also transcends borders and nationalities, which should inspire trust in users. And, with the growth of these new solutions, the industry may yet restore some of the public's trust they may have lost in the midst of all these issues.

Overall, blockchain technology is a breakthrough in cyber security, as it can ensure the highest level of data confidentiality, availability, and security. However, the complexity of the technology may cause difficulties with development and real-world use.

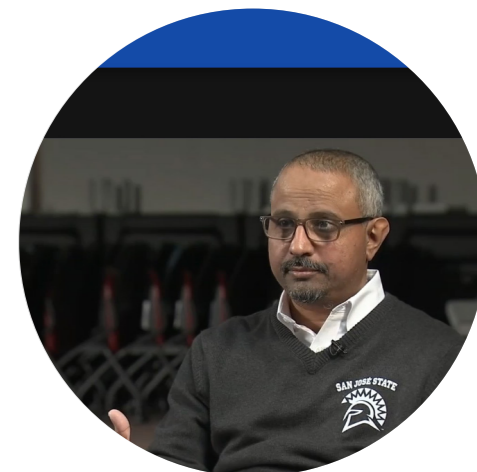
### Challenges in using Blockchain in Cybersecurity

#### Irreversibility

There's a risk that encrypted data may be unrecoverable in case a user loses or forgets the private key necessary to decrypt it.

#### Storage limits

Each block can contain no more than 1 Mb of data, and a blockchain can handle few transactions per second in average.



IoT-Blockchain -AI Expert | Faculty Author | Keynote Speaker

Prof. Ahmed Banafa has extensive research work with focus on IoT, Blockchain, cybersecurity and AI. He served as an instructor at well-known universities and colleges. He is the recipient of several awards, including Distinguished Tenured Staff Award, Instructor of the year and Certificate of Honor from the City and County of San Francisco.

He was named as No.1 tech voice to follow, technology fortune teller and influencer by LinkedIn in 2018, featured in Forbes, IEEE-IoT and MIT Technology Review, with frequent appearances on ABC, CBS, NBC, BBC, and Fox TV and Radio stations. He is a member of MIT Technology Review Global Panel.

He studied Electrical Engineering at Lehigh University, Cybersecurity at Harvard University and Digital Transformation at Massachusetts Institute of Technology (MIT). He is the author of the books: "Secure and Smart Internet of Things (IoT) using Blockchain and Artificial Intelligence (AI)", and "Blockchain Technology and Applications"



# “INFLUENTIALS” ARE SWAYED BY THE PRINT

An ‘MRI Survey of the American Consumer’ found that “influentials,” those who have the ability to sway others are influenced most by print ads, with over 51% being influenced by magazines.



### Risk of cyberattacks

Though the technology greatly reduces the risk of malicious intervention, it’s still not a panacea to all cyber threats. If attackers manage to exploit the majority of your network (51% attack), you may lose your entire database.

### Adaptability challenges

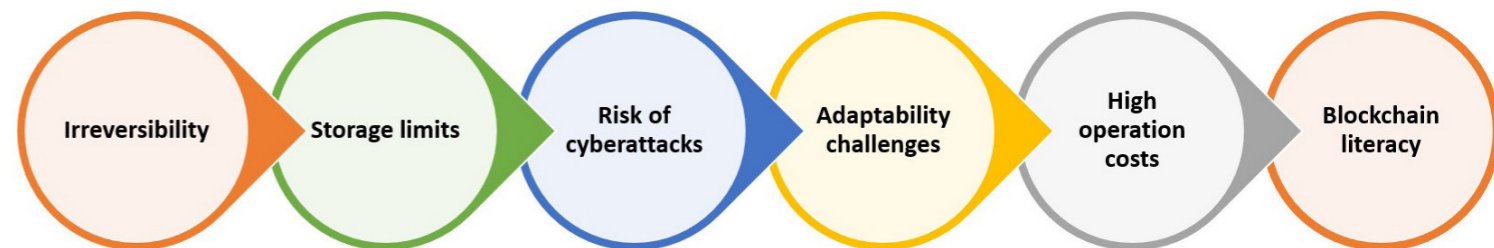
Though blockchain technology can be applied to almost any business, companies may face difficulties integrating it. Blockchain applications can also require complete replacement of existing systems, so companies should consider this before implementing the blockchain technology.

### High operation costs

Running blockchain technology requires substantial computing power, which may lead to high marginal costs in comparison with existing systems.

### Blockchain literacy

There are still not enough developers with experience in blockchain technology and with deep knowledge of cryptography.



**PROF. AHMED BANAFA**



# ALY MADHAVJI

## BLOCKCHAIN UNCHAINING SHOW BUSINESS

Many people have asked us how Blockchain is transforming the TV & Media industry. The emergence of content streaming during the last 2 decades has transformed the industry already, yet many other practices are outdated.

The TV & Media industry is a \$100 billion-dollar industry with significant spend among the top players like NBC Universal, Fox, and TimeWarner.

When it comes to content within this industry, we can differentiate between 3 major components during its lifecycle: the production, the distribution and the sale of it.

In the following we will explore how each of these components works and where blockchain might be able to fix problems.

### The Production

Whenever a TV/film Producer comes up with a brilliant idea

they try to fund their Film/TV show through a studio such as Netflix or global brands like Nike or Coca-Cola. In markets with weak intellectual property protections, they run into the risk of having their idea stolen while they are pitching it to a studio.

If the film or TV show is selected to be produced, the producer appoints a distributor to license the content to broadcast platforms (e.g. Netflix, Fox) in order to monetize it. While the distributor imposes exclusivity to sell the content, he does not guarantee any sales.

### The Distribution

The distributor, which generally comprises of many middlemen, then attends dozens of TV trade fairs and film festivals around the world. For example, the Toronto International Film Festival (TIFF) where Apple TV representatives are shopping for content. The distributor sets up booths and displays physical brochures of the content to attract potential buyers.

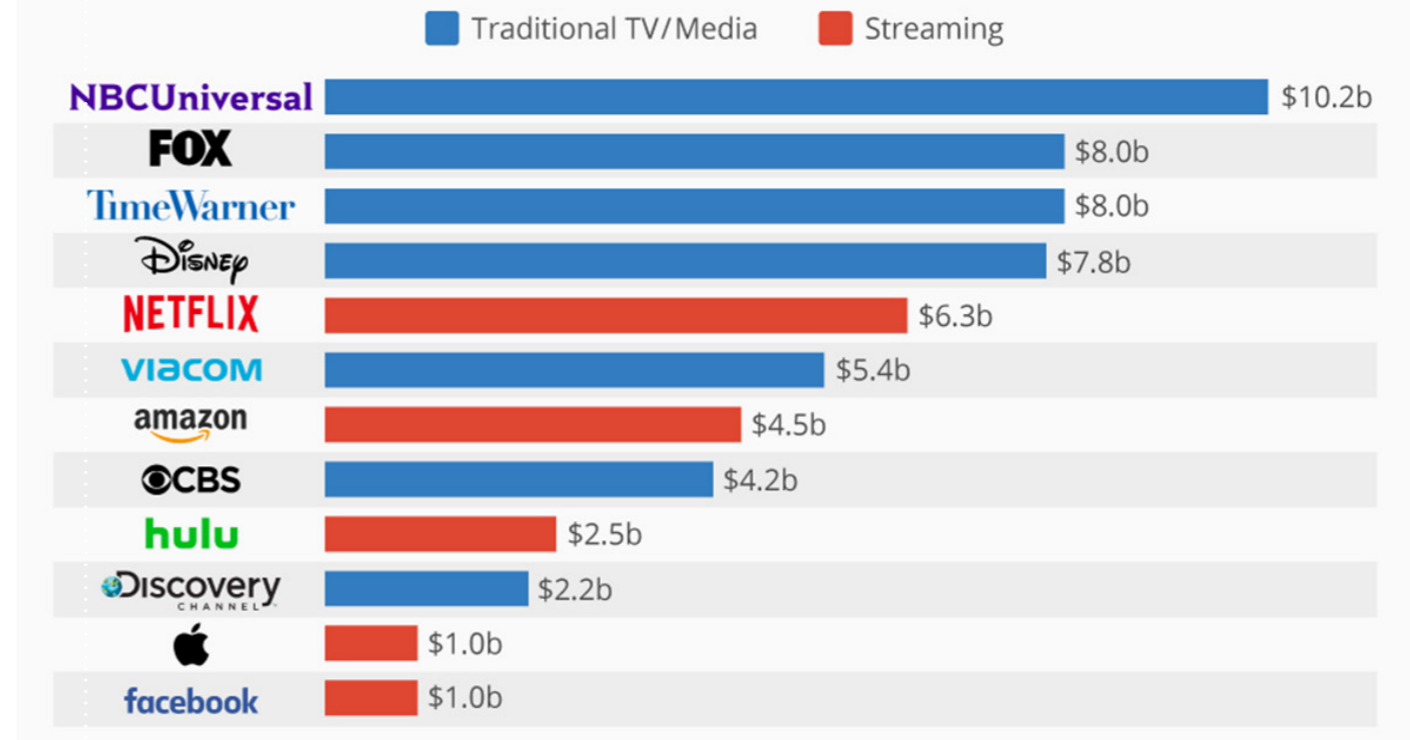
Globally, there are 850 such events annually which makes it impossible for Producer, Distributor or Broadcaster to attend all of them.

### The Sale

If the distributor sells the content, they will typically take a 40% commission. Then the producer will have to wait up to 6 months until they see any income from the sale of the content they put their heart and soul into creating.

Currently there is zero transparency in the whole process. The Broadcaster has no way of knowing or checking if the rights to the content they have just bought actually belong to the person that sold them. The broadcaster is making million-dollar decision based on gut feeling, despite very little data that would support the purchase decision.

A typical broadcast license



agreement spans 2 years. Consumer behavior and viewing patterns are changing as more and more content is available across multiple devices, binge watching habits have become commonplace. However, shorter term licensing deals are time consuming and have not yet been adopted by the industry due to their high legal cost. The broadcaster often gets stuck with bad and expensive jobs leading to senior executives in the broadcasting world moving jobs on frequent basis.

The business behind show business is stuck in the dark ages. This presents a massive opportunity for digital transformation.

### How Blockchain will Help

There are three key areas that Blockchain can enable transformation in the TV & Film industry:

1. Funding sources for content
2. IP Ownership and authentication
3. Licensing

Let's look at how the industry would be impacted if Blockchain was widespread.

The Producer shares a synopsis of his Film/TV series on a film funding platform. The story has a unique identifier on the Blockchain protecting its intellectual property. If there is interest in the production of the Film/TV series it would be funded.

In this system, not only can IP rights be protected, but accredited investors can gain access to a new asset





class: film investment. Everyone who contributed to the funding of a piece would benefit of its monetization.



Produced content can then be interacted with on a digital marketplace where broadcasters, TV channels and other Video on Demand (VOD) services can acquire content. The use of blockchain enables them to compare content and source it according to their viewer demographics while ensuring that no Intellectual Property rights are being violated.

The unique identifier on the blockchain is tagged to the content as the license is issued to the broadcaster – this provides clear proof of authenticity of the content to the broadcaster whilst also ensuring that the rights owner is protected.

Smart contracts govern the transaction and even the payment can be processed on the blockchain.

The viewership history for Film/TV Series can then be leveraged to benefit the entire ecosystem allowing broadcasters to make more informed data-driven purchasing decisions.

Conducting the entire process from producing over transacting up to managing the content on blockchain guarantees full transparency in the lifecycle of content.

Blockchain seamlessly connects everyone in the value chain introducing speed, efficiency, scale and transparency.

Simultaneously, it protects the rights of the Investor, Producer, Broadcaster and the Viewer.

**Leveraging the power of blockchain not only has the potential to shed light into the dark side of the business behind show business but also to improve the content offered to viewers like you and me.**



### Managing Partner at Blockchain Founders Fund

**Aly Madhavji** is the Managing Partner at Blockchain Founders Fund which invests in and venture builds top-tier Start-ups and consults companies and governmental organizations on emerging technologies. He is a Senior Investment Advisor to BitBlock Capital and Fiat Capital Fund, and a Co-Founder and the Former CEO of a digital currency exchange.

He currently consults organizations such as the United Nations (UN) on emerging technology solutions to help alleviate poverty, support business ecosystems, increase financial inclusion, and improve society at large to help achieve the UN Sustainable Development Goals.

He is a mentor with Chinaccelerator, one of the global elite accelerator programs operated by the venture fund SOSV with \$500M+ AUM and the Mobile Only Accelerator (MOX) which helps the best mobile startups from around the world acquire millions of users in Southeast Asia, India, Eastern Europe and South America with 167 million users on its smartphone platform. Aly was previously a Consultant focused on corporate turnarounds and worked on strategy for PayPal and INSEAD. He has lived and worked across 4 continents (North/South America, Europe, and Asia) with PwC, PayPal, Microsoft, Bloomberg, and INSEAD.

Aly is a highly sought-after industry thought leader and has spoken about blockchain at conferences globally including Money 20/20, the World Blockchain Summit, Blockchain Economic Forum, Satoshi United, BlockShow by Coin Telegraph, Blockchain Pioneers Summit, Blockchain Technology Conference, ConnectTech Asia, The Global Innovation Forum, World Blockchain Forum and the World Blockchain Conference.

Aly holds a Master of Global Affairs as a Schwarzman Scholar from Tsinghua University, a Master of Business Administration from INSEAD (Singapore and France), and a Bachelor of Commerce with Distinction from the University of Toronto.



### Founder & CEO allrites & Imagine Group

**Riaz Mehta** has over 20 years in the media industry as a producer and as Founder & CEO of allrites & Imagine Group.

Riaz has received numerous awards and nominations in the film industry including the prestigious Int'l Emmy Award. His shows have broadcast in over 40 countries on broadcast platforms such as Netflix, Fox and Sony in multiple languages. He has produced both licensed and original content such as: The Contender, The Biggest Loser, The Apartment & Fit for Fashion & The Challenger.

“I am a serial entrepreneur and always looking for ways in which we can innovate, improve how business is conducted and ultimately improve people’s lives. Back in 2004 I noticed that companies weren’t focusing on creating high-calibre content as a marketing pillar for their brands, and I felt this was a big opportunity, so I created Imagine Group to fill that gap. My goal was bold: to become the leading Media and Entertainment business in Asia, serving clients across the globe.

My vision and perseverance, coupled with a truly great team, have enabled me to develop a business model that has stood the test of time and won numerous international awards including Asian TV Awards and a nomination for the International Emmy Awards. Imagine Group shows broadcast in over 40 countries on major broadcast networks such as Netflix, Sony and Fox.

My latest venture is AllRites, an online marketplace to buy and sell Film, TV and Sports Content Rights. Our platform was created to address the pain points faced by professional content creators around the world to efficiently find the right set of buyers for their content. We optimise revenue for content owners and reduce distribution costs by up to 75%. Broadcasters gain efficiency and ease in search and discovery of great new content on a global scale. In short it is the Alibaba for content. “



# Crypto Investment Times Relations Across

NURTURING RELATIONSHIPS ACROSS THE COMMUNITY



## »»» NexChange

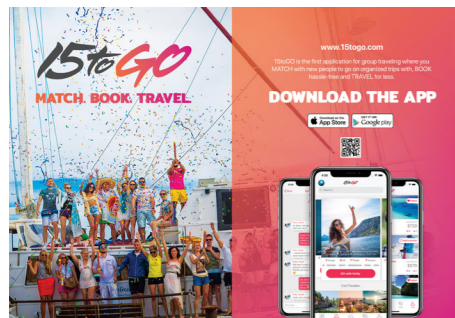
NexChange is a venture innovation and media platform, specialising in fintech, blockchain, AI, healthtech and smart cities. By creating a global O2O community, we create, market, invest into and access innovative products through the three divisions within the NexChange Group.

## »»» Centurion & Co.

Creating Successful Syergies We accelerate innovation and disruption by extending investment services to empower blockchain, fintech and digital companies.

## »»» Block Hedge

Seize The Noteworthy Opportunity To Witness The Best Blockchain Conference Series in 2019. The reality that the blockchain and cryptocurrency led wave is here to stay is something that can instantly gather a consensus among all the relevant stakeholders.



## »»» 15toGO

15toGO is a social travel app that allows users to MATCH with like-minded people to travel with, BOOK trips hassle-free, and TRAVEL for less.

## »»» 212 Concierge

At 212Concierge, We Take Pride In Making Every Aspect of Our Clients' Travel Experience As Simple and Stress-Free As Possible!

## »»» Instashift.IO

Instant, Secure & Easy; InstaShift is the Easiest Place to Buy/Sell & Manage your Cryptocurrency Portfolio with over 120 Coins and a Simple Token Convertor - FLIP

# EVENTS & SERVICES

SHOWCASING AND HELPING BUILD TRUST WITHIN THE INDUSTRY



## »»» Seamless

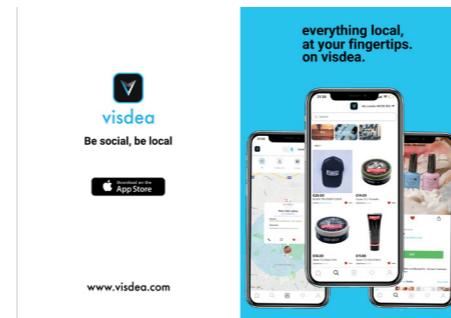
Seamless Middle East is the region's most comprehensive large-scale exhibition, with over 350 exhibitors and 400 speakers from across the world showcasing the latest innovations in the payments and commerce industries.

## »»» Aperium

Our team and strategic partners can address all aspects of your business with several decades of experience in technology, finance, accounting, administration, organization structure, legal, compliance, sales and marketing.

## »»» CP Land

CP Land Provides the Knowledge of Blockchain & CryptoCurrency for ordinary people in order to provide expertise Services for blockchain companies such as; WhitePaper, Articles, Pitch deck, Elevator Pitch, OnePager, Promotional Events etc.



## »»» Visdea

Visdea is the Social Marketplace that allows you to shop and connect with all things local, at your fingertips!

## »»» Malta Blockchain

In 2019, the Blockchain & A.I. Nation is moving beyond the hype. Join us and engage in riveting discussions about the world changing potential application of such technologies

## »»» Untraceable

The Untraceable team creates unforgettable experiences that build the blockchain and crypto community.