

JULY 2021

# CORPORATE

INVESTMENT TIMES



**H.E. Tomasz Zaleski**

*why and how*

**Investing in Dubai**





*While Every journey that we undertake inspires us to become someone better, some journeys become a legend and inspire others... and more importantly some journeys inspire our own for generations to come.*

*“I want to inspire people. I want someone to look at me and say, “because of you I didn’t give up.”*

*Publishing your journeys that inspire those to come, for generations that are going to come*

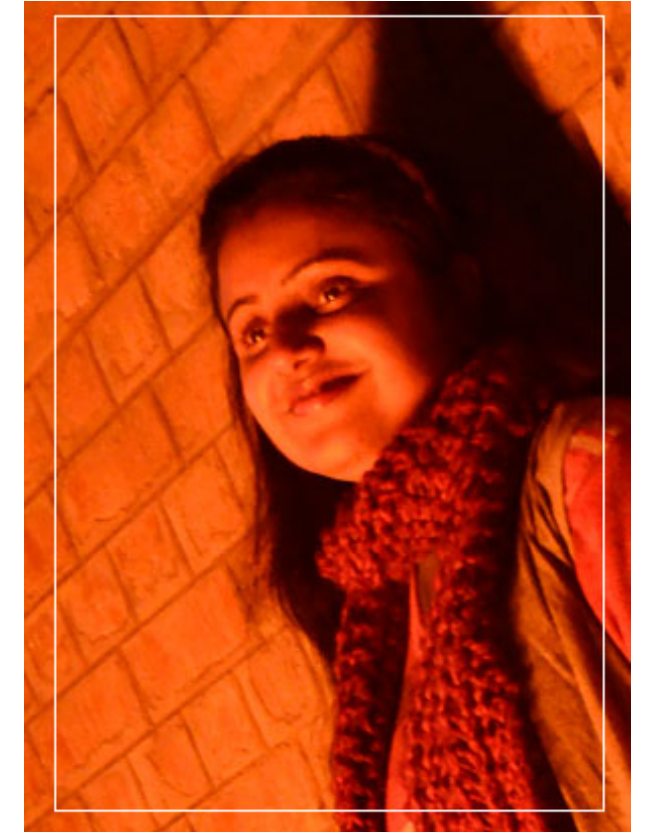
*Corporate Investment Times*

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*Rima M.*



2021

JULY



# DUBAI

#globalbusiness



## Investing in Dubai

*why and how*

**H.E. Tomasz Zaleski**

**Chairman**

HH Sheikh Ahmed Bin Faisal Al Qassimi Group of companies

*As a global aviation, tourism, and business hub, Dubai had also been hit hard by the impact of the coronavirus pandemic. But Dubai made a remarkable comeback after the pandemic and all activities are as normal as before. The Expo 2020, which will now start on Oct 1, 2021, is expected to provide a boost to Dubai's economy*

**D**ubai is one of the most multicultural, beautiful, and prosperous cities in the world, Dubai boasts stunning historical sights, futuristic architecture, state-of-the-art infrastructure, cultural diversity, a fast-growing economy, and a great leadership with a clear vision.

Below are some key facts about Dubai you should know:

- Attracts 15.93 million annual visitors.
- A gateway connecting 2.4 billion consumers

across the Middle East, the Indian Subcontinent, and East Africa.

- The world's top city for visitor spending, amounting to \$30.8 billion.
- 100% repatriation of capital investment and total profit earned.
- 100% foreign business ownership allowed.
- Attractive Tax benefits
- A conducive atmosphere for business owners

#### **About Dubai**

One of the most popular tourist and business

**TOMASZ ZALESKI**  
Chairman



توماس زاليسكى  
الرئيس التنفيذي





## H.E. Tomasz Zaleski

Chairman

HH Sheikh Ahmed Bin Faisal Al Qassimi Group of companies

His Excellency Tomasz Zaleski is the chairman of the Royal Office of the United Arab Emirates and one of the most influential leaders in the Arab world. With his connections to various administrators ranging from politicians, humanitarian and Sheikhs, his excellency has broadened his horizons globally creating positive change and integrity in all of his endeavors.

Though who is the man you may ask behind the royal office inspiring so much morality and rectitude. "Tomasz" is a humble personality known for his participation in charity initiatives including missions on the African continent along with his team of Royal advisors that he has personally appointed to guide him throughout this journey. His charitable work has improved countless lives and touched so many souls to strive out and replicate his honorable conduct. His excellency Tomasz Zaleski is the perfect staple member of parliament we as a society want to see represent us today.

During his first months as chairman of the board, the Royal office has welcomed a number of international investors. As a result of this, business has risen significantly. His excellency has completely diversified and turned the royal office into the prestigious and receptive organization it is today. The growth of business at the Private Office of His Highness Sheikh Ahmed Bin Faisal Al Qassimi was a result of a very well planned strategy. That strategy being perfectly administered by non-other than his excellency.

Serving through the leadership of the blessed Al Maktoum, ruling family of Dubai and His Highness Sheikh Ahmed Bin Faisal Al Qassimi, His Excellency Tomasz Zaleski is connected to the rulers of the UAE and his humility has led him to guide thousands of business and political leaders worldwide. He is a true mogul and his dignity and morality are a perfect reflection of all his successful ventures

destinations in the world, Dubai offers world-class attractions and an enviable multicultural lifestyle that cannot be found in any other part of the world. With its world-famous monuments like the Burj Khalifa,, Dubai has been ranked as the city with the best infrastructure and quality of living in the entire Middle East.

Despite the huge influx of tourism, it remains one of the safest cities in the world especially after the Covid-19. . The city is known for attracting talent from all over the world and is home to several multinational Fortune 500 companies. It is also strategically and geographically placed so that it connects well with all across the globe.

### 9 reasons why you must invest in Dubai

Known for the tallest buildings in the world, the record-breaking statistics and the omnipresent opulence, Dubai is one of the most attractive places to

invest. Geared towards tremendous economic growth, Dubai is set to thrive in the coming years attracting global talent, increased amounts of Foreign Direct Investment and even more impressive projects which are in the offing.

We have gathered, the top 9 reasons why Dubai makes an excellent place for investment opportunity.

1. Low taxes  
Dubai has no property tax, or capital gains tax, making the Emirate the best place to invest. Once a property is purchased, owners will not pay additional taxes in the future only the one-off real estate transaction fee. And for business entities the tax structure is either nil in the free zone and 5% in the mainland which is the best in the world.
2. Outstanding financial rewards  
Dubai has the 5th highest performing economy in the

world. The government is dedicated to making the Emirate competitive across the globe by constantly introducing new measures to improve the business environment and promote long-term growth.

- Individuals who are investing in Dubai property enjoy very attractive benefits.. With unlimited remittance limit and a very stable currency, pegged to the dollar, Dubai is offering unparalleled financial security. Investors prefer Dubai because it's developing quickly to a solid investment choice, with easy exit and a guaranteed 10-year golden visa in many cases.
3. High return on investment  
Dubai recently reached the top of the "Hybrid" Cities for real estate investment in JLL's report titled 'World Cities: Mapping the Pathways to Success'.

Based on the report, 'Hybrid' cities are best epitomised by Dubai. Those cities are usually medium-sized and compete in specialised markets while they benefit from access to large domestic markets. Dubai's spot on the map and its definite luxury status exhibit the durability and top position of the city on real estate worldwide. Dubai ranks between the world's 'emerging cities' and 'new world cities' as a city with a superior live-ability compared to other national and regional nominees.

Buy-to-let investors in Dubai can achieve higher rental yields compared to other mature property markets, despite

the apparent slow down of the market. For many, the real estate market in Dubai is undergoing a 'correction' process that will see a more

*With more than 97% of the people vaccinated, UAE is considered to be the most safest country in the world which reiterates a lot of confidence into the people who look at Dubai as their destination.*

4. Strong Infrastructure  
Dubai is all set to gear towards a smart recovery from the beginning of 2021, due to investors' unshakable confidence in Dubai and

its promising support to business development. The government fully believes that Dubai's impressive leadership is one of its major strengths.

Dubai is one of those cities that provide exceptionally well infrastructure and high standard of living that continues to advance as years goes by.

Dubai has one of the largest, tallest and swankiest buildings



in the world including Burj Khalifa and the most attractive man-made island. Just before Covid-19 induced pandemic that led to lockdown, Dubai international airport claims to be one of the busiest airports in the world, in terms of international passenger traffic. When it comes to seaports, Jabel Ali Port is the world's largest man-made port. These reasons are enough for any savvy investors to understand why to invest in Dubai.

5. **Dubai Expo 2020**  
Expo 2020, billed as one of the largest events to be held in Dubai, was originally scheduled between 20 October, 2020 and 10 April, 2021. It was postponed due to Covid-19 pandemic but it is planned to run from 1 October, 2021 to 31 March, 2021. To keep the affairs running, the world has been shifting towards digital since Covid-19 outbreak and spread – with most of the life events taking place virtually. Expo 2020 will also run on hybrid

model, offering both physical and virtual experiences to the visitors.

It is claimed that the Expo 2020 exhibition will be the largest global business event to be held since the Covid-19 virus took over the world. It shows Dubai's commitment to economic growth through massive opportunities for potential entrepreneurs and investors. "Since its inception, Expo 2020 Dubai has been committed to harnessing cutting-edge technology to provide visitors with an enriched experience, both onsite and wherever they may be in the world. Given the impact of the pandemic over the past year, UAE had been working hard to refine our virtual offering as a complement to the physical event. A Virtual Expo will act as sneak peek and reach audiences who are unable to attend due to distance or special circumstances, widening the reach of Expo both digitally and

physically."

6. **Exceptional hospitality**  
According to Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism), Dubai received 16.73 million international overnight visitors in 2019. By 2020, Dubai expected more than 20 million visitors, with the financial plan to spend \$56 billion by 2022. However, Covid-19 affected everyone's plans and so did it disrupt the tourism industry everywhere. Dubai has welcomed international guests on New Year night of 2021 as usual but in limited capacity and strict rules.

Do you know that 7/10 of the world's tallest hotels are located in Dubai? Dubai is a global destination, attracting high-net-worth individuals looking for unique experiences. Catered to those with eclectic tastes, Dubai is a retreat of the connoisseurs with avenues to reveal the vibrant high-life and food that tantalizes the taste buds and

7. **The business hub of the Middle East**  
Dubai is a true axis of international trade, a gateway to the Middle East, the Indian Subcontinent and Central Asia. Home to one-third of Fortune's Top 500 Companies, Dubai attracts business talents from every part of the world. Dubai also belongs on the list of the world's Top 20 Cities Global Power Index 2020 (GPCI).

Rightfully gaining momentum, the Emirate is offering an excellent legal framework for business to grow and a free enterprise system. Business leaders view Dubai as the untapped area where tremendous growth is set to happen.

8. **A shopping paradise**  
Dubai hosts some of the largest malls in the world, featuring the latest trends attracting shopping experiences from across the globe. Ranked as the most important international shopping destination globally, Dubai stole the show in the 2018 edition of 'How Global is the Business of Retail?'

Hosting currently the largest shopping mall in the world, the Dubai Mall, the Emirate is expected to add more than 1.5 million sq. m. of new retail space.

Dubai also scores high when it comes to new market entrants as last year it welcomed 57 new retail brands from which more than half of them were European brand names mostly from the Coffee and Restaurant category.

Some of the top sectors to invest in Dubai are, Real estate, healthcare, travel and tourism, trading etc.

We at the private office of HH SHEIKH AHMED BIN FAISAL AL QASSIMI is determined to support business entrepreneurs who want to establish themselves in this beautiful land and we are always there to help you out a single window platform for multiple

*All industries are thriving and various physical events like expos, fashion events etc are all in full swing opening the doors to world tourists and business professionals.*

activities.

**How to Invest in Dubai Business**

The Government of the United Arab Emirates has started several initiatives to make it easier for people to invest in the city. Last year, the Dubai Land Department (DLD) introduced one of the best investment plans in UAE called "Invest in UAE" to encourage foreign investors' interest and attract investments in the sector.

"Invest in UAE" is a one-stop shop platform that we provide with all the requirements and information for starting a business in the city. From

understanding the various funding programs to the type of license you need, the platform offers a treasure trove of information.

Here are some of the benefits we offer:

**Business Setup Advice**

The "Invest in UAE" platform provides business support and recommendations. We help you to find out the cost of an Instant License as well as a regular license. As an entrepreneur, you can also find out your company types, if you know your business idea, activity, and number of partners.

Investors will also be able to choose between free zone and mainland businesses. The platform is very intuitive and allows you to form your own account

and log on to start the process of setting up your own business.

With the help of a personalized dashboard, investors can manage their business and see an overview of partners, licenses, KPIs, and other options.

**Mainland and Free Zones**

Another thing that an investor needs to determine is to find out where you want to base your business – in free zone or mainland. The main advantage of investing in a free zone business is that as an expatriate, you can have 100% ownership of the business.



# THE PRIVATE OFFICE

# H.H SHEIKH AHMED BIN FAISAL AL QASSIMI GROUP OF COMPANIES



The "Invest in UAE" platform offers a heat map of active businesses in the region as well as major activities in the area, business age range, top sub-areas, and more. Depending on what you want to see, you can filter the results.

If you are not sure of which freezone to select, the platform also has a feature that can help you find the most suitable one for your investment. All in all, the platform has a total of 19 free zones available, based on industry, sector, facilities, amenities, and license type.

#### Choosing Your Company Name

When it comes to selecting the name of your business, Dubai has a few requirements. Some of these include not choosing a name that is offensive, has reference to Allah or any religion. In addition, if you are naming a company after a person's name, that person should either be the owner or the partner in your company.

#### Document Submission

When you are applying for a company name and activity, you will also need to provide copies of the shareholders' passport. Some free zones also require you to submit an NOC from your sponsor, which will confirm you are allowed to start a business in Dubai.

Since different free zones have different requirements, it is important you check their individual website for details.

#### Opening a Bank Account

Once you have received approval to set up a business, you should open a business bank account for your company. Dubai offers a wide range of the most profitable global brands including Emirates NBD, Citibank, HSBC, and Abu Dhabi Commercial Bank. You can choose any that meets your preference and we will assist you in the process.

#### Processing Visa

The last step to setting up a business in Dubai is to process the visa. Many free zones allow you to apply for visa on behalf of your partners or staff required to run your business.

The visa process is simple and includes entry permit, status adjustment, medical fitness test, registration for Emirates ID, and visa stamping.

Once these are completed, you can open up a business in Dubai.

And we at the private office handholds you through the entire process.

#### Dubai After COVID-19

As a global aviation, tourism, and business hub, Dubai had also been hit hard by the impact of the coronavirus pandemic. But Dubai made a remarkable comeback after the pandemic and all activities are as normal as before. The Expo 2020, which will now start on Oct 1, 2021, is expected to provide a boost to Dubai's economy

With more than 97% of the people vaccinated, UAE is considered to be the most safest country in the world which reiterates a lot of confidence into the people who looks at Dubai as their destination.

**All industries are thriving and various physical events like expos, fashion events etc are all in full swing opening the doors to world tourists and business professionals.**

**Please feel free to connect with us at any time. Our team of expert professionals are always there to guide and support you for any of your needs in UAE.**

**[enquiries@shkqassimi.com](mailto:enquiries@shkqassimi.com)**



H.E. TOMASZ ZALESKI  
#GLOBALBUSINESS





EXPECT MORE  
 the AI-powered “Ideas  
 Marketplace secured  
 by Blockchain”

an ideas  
 platform for  
 SMEs | **Greg  
 Griffiths**

**UCROWDME**





most SME companies on the planet so that they can compete more effectively with their larger competition and in turn generate greater net-new outcomes attributable to Global GDP. The problem is that only the largest companies can afford the type of sophisticated software required to get only basic learnings across innovation and

consumer insights. Most global companies (95% plus) cannot afford to implement, run and manage an ideation or insights platform, let alone administer customer insights, rewards, gamification, or an online marketplace. The barrier to entry for these companies is too high. This means that innovation and customer insights

are significantly thwarted for this audience and hence why global growth across innovation and insights is stalling. Capturing ideas and customer insights is not only difficult but also very costly for organizations when you factor in the necessary resources that are required. Factor in the cost for inventors and creative citizens to then



Greg Griffiths, CEO & Founder

*At the heart of every success story is one thing...a brilliant idea!!*

A UK based company is developing the world's first ever ideas exchange- where people can sell their ideas to businesses, protected on the blockchain, in exchange for either money or with their disruptive, world-first crypto 'Idea Currency' token under the symbol UCM.

Born from an idea back in 2014, creator Greg Griffiths saw a huge need for an ideas platform for SME businesses who need to innovate and ideators who didn't know how to trademark or protect their ideas so founded UCROWDME. He saw a need for a platform for innovators to monetise their ideas and feedback.

and 270 million SME companies with no formal ideas platform of their own yet, who are wanting to innovate. To put it simply UCROWDME bridges that gap. "There is an abundance of people with ideas and a huge number of companies lacking the ideas to take them forward so this is the

platform where the two meet. Ideas can come from everywhere, so that's why we have pioneered the concept of ideas as a service." Says UCROWDME Founder and Director Greg Griffiths. Our goal for UCROWDME is very simple, making innovation and consumer insights affordable for

There are currently 2.8 billion people on the internet who are lacking access to a centralised ideas platform



Greg is the Chairman, CEO and Founder of the global UCROWDME business. He is a passionate Entrepreneur who has worked with many start-ups, created a few but laser focused on his current mission to help change the world.

As the Founder of UCROWDME, Greg strives to build communities, networks and help global companies with their innovation, digital and transformation needs and how it can be applied within their business.

He has been responsible for bringing on-board many well known global fortune brands, companies, organisations and NGO's such as; Commonwealth Bank, Prudential, LG Electronics, Westpac, ANZ, CSIRO, Toyota, IBM, E&Y, DBS Bank and Worley Parsons to name a few. Working with all of the incredible organisations across Sydney, Singapore, Hong Kong, South Korea, Malaysia, London and New York has provided me with a truly diverse skill-set and appreciation for how each country operates. He has worked very closely with senior leadership

## Greg Griffiths

teams from CEO through to transformation specialists, strategy experts and innovation gurus. With a goal to help align strategy and business goals against much need tangible needs and results he has been privileged to be around like-minded colleagues who want to innovate and deliver both product and client experiences that are rarely seen in the industry.

According to him, "My commitment is driven by the people I work with, my-own personal goals and the wonderful clients that I get to experience. I have worked in the Innovation, Software and ICT space since coming to Australia in May' 2004 and have been instrumental in winning, delivering and being part of incredible teams that have brought on-board some of the biggest Fortune deals in Asia Pacific."



register an idea (how), and take it to market (how), their dream becomes nearly impossible. This has a huge impact on our global economy because not enough of the right ideas are being put forward to the right organizations and organizations themselves are not focused on delivering the right ideas to the consumer.

Despite spending billions of dollars on consumer research and measurement tools, global organizations aren't keeping up with what their customers want.

UCROWDME is powered by artificial intelligence, to validate all ideas and insights using deep learning algorithms to make sure they have not been done before and to prevent an overcrowding of unactionable ideas filling up the platform.

Validated data is then scored and weighted, reducing the number of ideas or insights required by companies when looking for that next international commercial success. This means only actionable ideas and insights are delivered on the

platform, screening out those that have been done before or are not relevant.

In addition to this, UCROWDME has developed its own cryptocurrency token called UCM. People can sell their ideas via a fixed-price or auction, much like Ebay, either for cash or they can choose UCROWDME tokens. One of the truly exciting and key differentiators with UCROWDME and the UCM token is our tokenomics model.

We have created a model whereby the UCM token price is pegged to quantifiable data or what we like to say 'Success events' that will be auditable by a third-party.

What this means is every time



UCROWDME sells a certain number of ideas or redeems a certain number of feedback on

## Giselle Griffiths

LONDON  
May 12, 2020

We are excited to announce the appointment of Giselle Griffiths as our Global Chief Marketing Officer and General Manager to lead our day-to-day operational, sales and marketing responsibilities for the business, which will ultimately help create new business opportunities and insights from their customers.

Giselle will lead UCROWDME through an IEO listing scheduled for June, 2020 with ProBit Exchange Seoul, South Korea and will be tasked with successfully executing the raise for the development of the platform, communicating to the market product developments and all key milestones achieved.

Giselle will also be focused on the marketing and communications and go-to-market strategies, to successfully launch UCM to market in 2021.

Giselle's experience spans over 20 years working in sales leadership and management roles, positioning her well to lead the next phase of UCM with the expertise to identify new business opportunities and develop long-term partnerships. She has been instrumental in the launch of many successful media products internationally, and is considered an industry expert. Giselle's addition to our team truly deepens our mission to help global organisations become more innovative, revolutionising the customer experience and making innovation affordable'.

the platform, this action creates a success event which increases our internal token price.

For the UCROWDME ecosystem to truly flourish, create value and drive tangible outcomes; we will constantly update the incentives available for the UCM token. This will mean that people can earn and redeem tokens without having to buy them on the exchange.

"Crypto currency is booming at the moment not just with Bitcoin and Ethereum but across the entire sector that will continue to grow as mainstream adoption and maturity increases. By selling your ideas for UCROWDME tokens, it provides a way to jump on the bandwagon. As the world's first idea currency we believe that there is a significant opportunity for the UCM token both short-term and long-term," says Greg Griffiths.

Currently, there is no other innovation/ideas or insights platform available in the market that offers the technology

UCROWDME offers at scale. We are creating a decentralized social innovation ecosystem that will identify, validate and reward consumer ideas and insights through our blockchain and AI-powered platform.

An ideas marketplace platform where global citizens including inventors can post their ideas, thoughts, and feedback directly to their favorite brand, product, company, or relevant industry category for monetization.

We gamify the user experience like never before where global citizens earn rewards for each interaction in the platform which can then be monetized or redeemed within our global ecosystem. Users can earn and redeem UCM tokens. These are generated based on the number of points a user creates on the platform and/or by each validated idea.

UCROWDME is developing proprietary technology in the form of artificial intelligence that helps validate ideas and insights through a decentralized

## Dr. Hong Phan

LONDON - June 17, 2021

UCROWDME is very pleased to announce the appointment of Dr. Hong Phan as their Chief Information Officer and Crypto Valley resident expert. Hong's initial focus will be establishing our new global office in Zug, developing key strategic partnerships and responsibility for managing and implementing our technology-driven roadmap.

His passion and technology expertise stems from very early web adoption, software programming, blockchain development and cryptocurrency. He is involved in helping numerous startups as their trusted advisor focused on developing their technology, business and communications.

Establishing himself in Zug in 2017, he has developed a large network within 'Crypto Valley' and backs himself through investing with the startups that he is an advisor to. He has been part of the UCROWDME journey since our listing on the ProBit Exchange and initially joined us in an advisory capacity to support our business growth objectives.

Hong shared his thoughts on his new executive role with the UCROWDME team. "Blockchain will change the world on almost every level directly and indirectly. The global market for blockchain technology is anticipated to rise from \$1.2 billion in 2018 to nearly \$40 billion in 2025, as more businesses continue to implement it". UCROWDME is in the very enviable position to create a new market with a tremendous potential that will improve the world of ideas and technology. I am highly excited to be working with UCROWDME."







DAO smart contract and on the platform. We secure ideas and insights with blockchain technology providing indisputable provenance of the intellectual property.

Ideation occurs rapidly through quick-driven search and via our automated artificial intelligence matching bot that connects directly with the UCROWDME crowd. Good and innovative ideas and insights will foster new conversations on the platform. Traction and engagement in these ideas will drive innovation, and users can generate UCM reward points that they can redeem for a number of premium products and services.

Our AI-powered "Idea-Generation Bot" coaches a user through the process as their virtual advisor. Helping a user predict and estimate what the demand is for their idea. The UCROWDME platform is also a trusted place where Global Brands can engage directly with users on the platform regarding their ideas, thoughts, and insights. This personal

1:1 relationship is the dream of everyone with an idea or vision. UCROWDME is where your IDEA stands out from the CROWD.

UCROWDME is a seamless extension to your sales, marketing, innovation,



and membership teams. No additional resources required or admins, and no need for training. We validate all ideas and customer insights that are generated. We only send you quality data that you can action. We automate all admin tasks to better

help you manage and engage with your customers.

We have grown UCROWDME by targeting core business deliverables such as; Marketing, \$UCM Token, Product, Development,

and Commercial Pilots and/or Opportunities.

We have built up a very large social media base in-excess of 100,000 followers that is extremely important to us and we will continue to increase

our followers to help support driving user adoption, idea submissions, and token holder value.

We have just launched MVP#2 enabling idea submission to blockchain which is an important milestone as we will now be commencing delivery of key features and functionality ahead of launch.

**We have several commercial pilots in play and continue to work closely with them regarding their business needs and objectives. There will be more updates to follow regarding these engagements which I am sure the wider market will be very excited about. UCROWDME is also planning to list on a Top#3 global cryptocurrency exchange for Q3 2021. All being well and with a little luck this new listing will absolutely change the game for UCROWDME. It will open up many new doors, new investors, huge marketing campaigns, and new partnership opportunities.**

**Without giving too much away, the future looks extremely strong for our business and we have an incredible product roadmap to deliver against that will position UCROWDME as a global leader.**

[ucrowdme.com](http://ucrowdme.com) | [@ucrowdme](https://twitter.com/ucrowdme)  
[info@ucrowdme.com](mailto:info@ucrowdme.com)





# The economy and people in times of a global pandemic

The slightest flapping of a butterfly's wings is capable of causing a hurricane on the other side of the world. This butterfly effect is a statement present in physics in the theory of chaos. Small variations in the initial conditions are believed to produce large variations in the long-term behavior of the system.

The similarity between the spread of the coronavirus pandemic and the butterfly effect seems appropriate to us. In the hyperconnected world of today, dense global networks enable butterfly effects to amplify far more rapidly.

The COVID-19 pandemic has determined severe health consequences and economic shocks on both the supply and demand sides, not to mention the social effects.

Since the pandemic began, we have witnessed and adapted to a set of events and behaviors that we hardly took into consideration before the pandemic. I mean witness the massive intervention of the state and public authorities that regulate our social life and heavily intervene in the economy. The generous fiscal policies with aid, subsidies, and incentives for businesses and households from governments around the globe coupled with the ultra-expansionary monetary policies by central banks, and low-interest rates reveal a big shift in the macroeconomic paradigm.

Furthermore, the COVID emergency has caused the use of smart working to increase exponentially, requiring collaboration and adaptability from the people involved. This new way of working affects labor demand, occupations, and workforce-skill needs. According to McKinsey's estimates, the pandemic has accelerated existing trends in remote working, e-commerce, and automation, with up to 25% more workers potentially needing to switch occupations. At the same time, COVID-19 has elevated the importance of the physical dimension of work, as in the case of medical care, personal care, retail stores and supermarkets, and home support.

Despite government aid, many families found themselves in poverty due to job losses and business closures. In particular, in many countries around the world, working women paid the highest price in an economy crushed by COVID. In addition, children could not go to school, and parents were forced to provide extra childcare and spend significant


 A portrait of Daniele Schilirò, a middle-aged man with grey hair and glasses, wearing a light blue shirt and a tan blazer. He is standing outdoors on a balcony with a black railing, overlooking a coastal town and the sea. The background shows a rocky coastline with buildings and a clear blue sky.
 

## Daniele SCHILIRÒ



amounts of time helping children continue to learn, while possibly working from home. Also, for this reason, women paid a higher price than men, as many studies show.

The true recovery is likely to take years. Instead, it seems almost certain that the world economy seems to face sharply divergent growth prospects and the global recovery looks uneven. While China, the US, and other leading economies are on their way to a robust recovery, many others, including several European countries, are struggling to return to pre-pandemic GDP levels. In particular, the US recorded in the first quarter of 2021 a GDP growth rate equal to +6.4%, also in the second quarter of 2021 all macroeconomic data continue to offer signs of recovery with a number of jobs created beyond expectations.

Moreover, the Organization for Economic Co-operation and Development (OECD), an international organization of economic studies of developed countries sharing a market economy, based in Paris, in analyzing a set of selected countries, estimated for the first quarter of 2021 (Q1 2021) that China is bouncing strongly with a GDP increase equal to 18.3%. After all, China was the first economy that bounced back from its coronavirus losses. Moreover, the country recorded a GDP growth rate of 3.2 percent as early as Q2 of 2020. Countries like South Korea with a 1.7% increase in GDP and France with a 1.5% increase did moderately well in the first quarter of 2021. In the same quarter, countries such as Italy and Japan recorded a decrease in GDP of 1.4% and 1.8% respectively; Germany, Mexico and especially the United Kingdom have had negative performances and are struggling to reach pre-pandemic levels.

The recipe for a strong and durable recovery remains the same as last year—resolute measures to control

the virus coupled with balanced monetary and fiscal stimulus, with an emphasis on policies that support demand as well as improve productivity.

The OECD in its recent report (Territorial Impact of COVID-19, 2021), by analyzing the problem of how to face a world deeply signed by the pandemic, pointed out that COVID-19 is requiring all levels of government to act in a context of great uncertainty and under heavy economic, fiscal, and social pressure. Particularly, with the emergence of COVID variants, governments are confronted with the limited ability to sequence policy action. National, regional, and local governments must act on all fronts simultaneously and in synchrony.

This need for flexibility and adaptability is leading governments to reconsider their multi-level governance systems and reassess their regional development priorities.

Moreover, the post-COVID recovery will be "K-type", with some sectors recovering fast and others in difficulty. Sectors such as construction, human health, information and communication, administrative services, energy and utilities, transport, and logistics (excluding airlines) will rebound quickly. Also, pharma manufacturing, insurance, real estate services, food, and drink production, will continue to grow. Instead, sectors such as arts and entertainment, accommodation, and air transport will likely continue to suffer.



### Daniele Schilirò

An Associate Professor of Economics at the University of Messina. A degree in Economics from the Catholic University of Milan, and an international university education with post-graduate studies at the University of Cambridge, and Yale University. Research scholar and Visiting Professors in several Universities (University of Cambridge; Oxford University; University of Twente; University of Dubai, University of Valencia).

Among his research topics, Diversification of the Economies, Environment and Climate Change, Innovation, Digitalization, Business Strategy, and FDI, with publications in high ranked journals. Consultant, and Invited Speaker at various Meetings such as Global Expo Botswana Conference (2018) and AIM in Dubai (2019).

not only to progress but to survive. Progress arises from scientific and technological innovation and involves culture, the economy, and society.

In addition, the COVID-19 pandemic has laid bare the complexity of climate and environmental challenges that require institutional changes. Political institutions' response to the pandemic becomes crucial for a transition to a different economic model both for our social life and in the face of climate change. We live in a geological age in which we influence the climate. With our activities, we emit too many greenhouse gases, which are responsible for the rise in temperatures and therefore for the follies of the sky. The food system also weighs on emissions with a weight equal to one-third of the total. The UN in a recent report highlighted that we will not be able to curb global warming if we do not change the way we consume and produce our food.

However, all these challenges require first of all a change in institutions and politics. The economist and Nobel Prize Douglas North highlighted the role of institutions, and the importance to allocate resources to legal and institutional

reforms. He focused to explain the role of institutions in the process of economic change. This is even more essential today in the aftermath of COVID to ensure long-term economic growth and prosperity across countries.

**We need a world that does not relegate existential questions to only technical and scientific language, but that become subject choices to political debate, and that stimulate a revision of our cultural norms. This is**

**also part of the institutional change. In conclusion, probably our immune system has weakened in its ability to protect us from the worst outcomes of shock events, even if we know these shocks are on the horizon.**

**Therefore, we should be able to develop strategies for rapid, agile, and flexible responsiveness to sudden change. But this will depend, to a large extent on our ability to adapt to appropriate cultural norms.**



COVID-19 emphasized the relevance of issues such as employment, climate change, social inclusion, and financial stability. There is a widespread belief that the pandemic has created a discontinuity in economic life and that this discontinuity will be permanent with new opportunities and new risks.

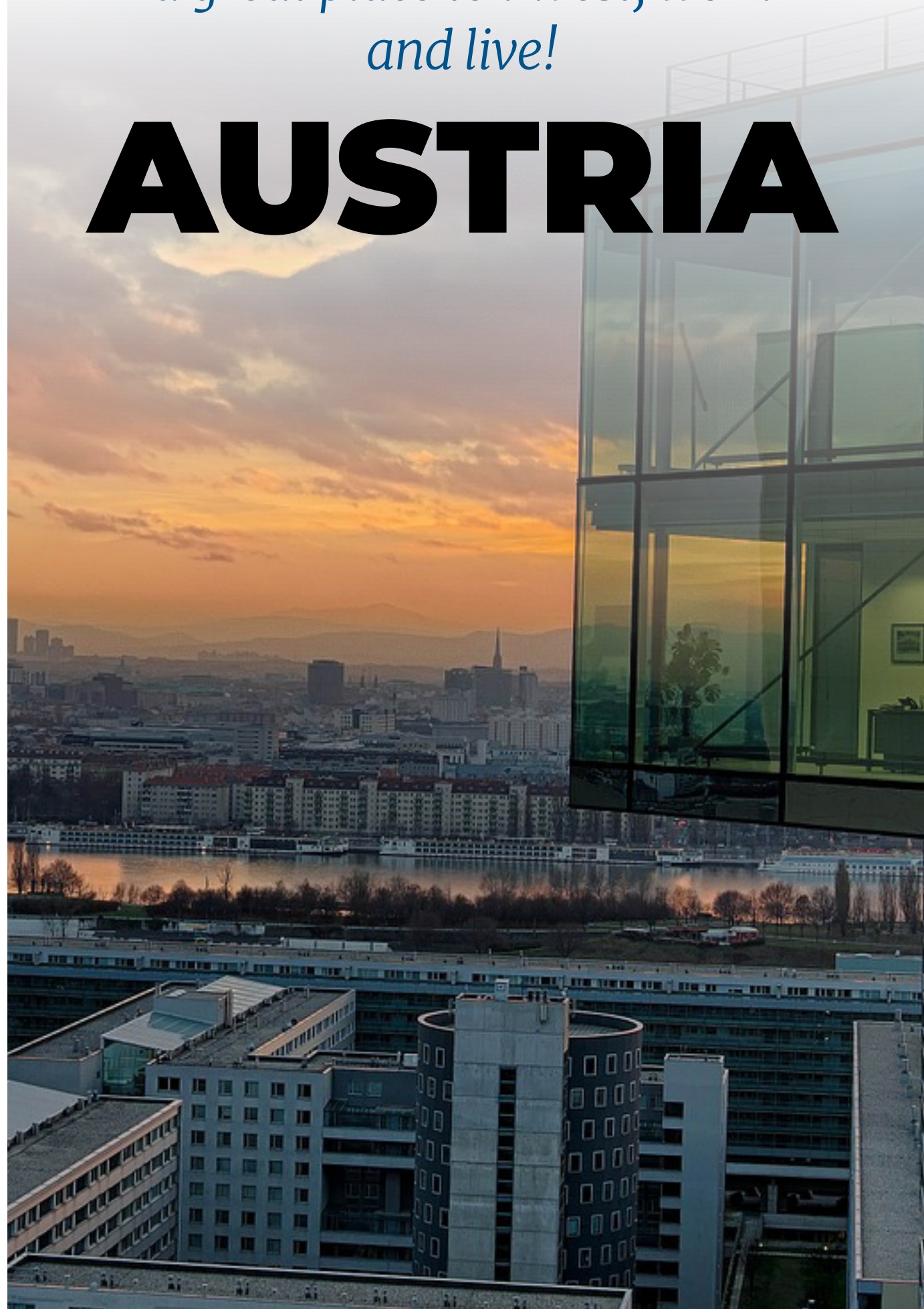
The great interest in innovation and new technologies, the attention to cryptocurrencies, and the development of the fintech sector that is revolutionizing financial services constitute a set of new elements in the post-pandemic global economic and financial scenario.

The great lesson we learned from this disrupting pandemic is the importance of innovation and institutional change, where innovation includes digitalization and environmental sustainability. Humanity now needs innovation



*a great place to invest, work  
and live!*

# AUSTRIA



*Indeed Austria is just a small country in the heart of Europe, but it can show up an tremendous historical track record in entrepreneurship, science, research and development as well as in culture, especially in music and the fine arts.*

It is precisely for the latter reason and because of the best conceivable security situation that many extremely wealthy people from all over the world are drawn again and again to Vienna, Carinthia, Tyrol or Salzburg to invest here, to set up or run businesses and at the same time to enjoy life undisturbed in the intact, beautiful landscapes and towns with their families.

Land of great sons and daughters

## Franz J. Martinz

**One of the most demanded internationally working business advisors and top corporate strategists from Austria (Europe). His 2010 founded advisory firm alpscapes® project & development GmbH provides independent and sophisticated solutions for private investors, institutions, corporations and governments in the fields of business management, corporate finance, commercial asset transactions and market access.**





This rather small but very beautiful European country with only 84,000 square kilometers of mostly alpine landscapes over the centuries really has produced many outstanding personalities, Nobel Prize winners and also stars who later became world famous. Just think of Wolfgang A. Mozart, Johann Strauss, Sigmund Freud, Paul Watzlawik, Carl Auer, Peter Handke, Friedensreich Hundertwasser, Kiki Kogelnik, Falco, Niki Lauda, Romy Schneider, Christoph Waltz or Arnold Schwarzenegger.

Over the last decades, Austria gained a very high reputation among leaders and entrepreneurs worldwide because of its state as a geopolitically neutral and from the religious side very tolerant democratic country with an extremely fair legal system, which also perfectly secure international investments.

#### Facts from official statistics sources

The Austrian economy expanded by 1.4%, according to last available numbers from 2019. Hence, the growth rate is below the pre-liminary estimates, which, however, had already indicated a slowdown in growth dynamics (2017: +2.4%; 2018: +2.6%). With regard to the information so far available, real GDP growth was 1.5% in the European Union, and, thus, similar to the Austrian growth rate. The economic growth for Germany (+0.6%) and Italy (+0.3%), Austria's most important trading partners in the EU, was clearly lacking behind. Austria's gross domestic product rose by 3.2% in 2019 at current prices to around €397.6 billion.

Hence, Gross Domestic Product (GDP)



per capita amounted to +2.7%. In real terms (adjusted by purchasing power and indicated in Purchasing Power Standards = PPS) for the European comparison the GDP per capita adds up to +2.3 vs. 2018; revised).

#### Promising economic outlook

2019 the EU-28 achieved an average a GDP per capita in PPS of € 32 020 (approx. 79.4% of the Austrian value). Austria kept its top position also after three covid-pandemic waves and still ranks in a top position in economic performance of all EU member states, which is more than double that of many other EU member states. The country so has been able to maintain its position in the league of the economically most successful member states in the EU for several successive years – one important indicator of the standard of living of economies.

In 2020 the GDP in Austria was worth 428,97 billion US dollars.

As more than 68.000 enterprises in Austria are engaged in industry and as a whole, these pillars of the national economy employ over one million people.

Many large corporations have settled here or enormously expanded their locations in recent years. Just take PALFINGER, as leading manufacturer of cranes or Voestalpine, which also grow with its renown steel products very fast the last years and recently even made huge investments in their new markets in the US.

Also Infineon, now one of the most sought-after chip manufacturers in the world, which has become enormously important for the global automotive industry in particular due to the semiconductor shortage caused through the pandemic, is currently creating thousands of new jobs in the City of Villach (Carinthia), incidentally also my birthplace.

Beside of our very famous thinkers and



## Franz J. Martinz

*As experienced leader with a proven track record evident during more than 30 years, Franz successfully directed numerous teams in a broad spectrum of public and corporate projects as well as in the field of Mergers & Acquisitions where he's responsible in regards of the identification and acquisition of most promising M&A targets and huge commercial real estates for Institutional investors and Private Equity Funds from global origin.*

*Franz J. Martinz in 2015 came to Vienna, which is the Capital City of Austria, a member state of the European Union with a population of approximately 9 million. Vienna is a very vibrant capital city in the heart of Europe, which has always been home to many different peoples and cultures, and today especially connects East and West. As the seat of the United Nations and the IAEA, the livable city of 2 million people also has geopolitical significance.*

*Before opening his various businesses in Vienna, he practiced many interesting professions in his constant curiosity for new things, founded companies and also mixed in Austrian politics and health economics for several years.*

*Since 2011 he started to share his massive experiences in public and business, which always lead him alongside many high-ranking personalities from all over the world. After a short break as Klagenfurt University lecturer 2014/15 where he taught 'Change Management under IT conditions' he soon started to focus in full on his new Baby, the consulting company alpscapes® project & development GmbH, he finally also moved to Vienna with it.*

*"I've always been about trying out a lot of interesting things and roles in life and growing personally from the new perspectives I've gained as a result. To do this, I also put my law degree to one side and often gave up significant financial opportunities. We only have one life and we can pass on values, but we can't take them anywhere after life ends. One should never be guided or deceived by money and titles".*

*Today Martinz also enjoys working in professional coaching of selected international executives and politicians. Innovation, new technologies, digital assets and IP's values are also on his daily agenda as he commutes between three offices in Vienna, working with different teams online and one-on-one. In between, he doesn't miss the opportunity to quickly realize a few personal appointments in fine Viennese inner city-café or prestigious hotels at famous 'Wiener Ringstrasse' or just talking to people on the street. His interviewees are lawyers, students, merchants, ordinary people, but also former ministers or heads of large corporations with over 30,000 employees.*

*His current aims actually run towards the commercialization of numerous new technologies presented to him by gifted inventors, which are expected to bring great benefits to mankind: including new fuel-efficient engines, AI driven tools and related big data platforms, also innovative products and fresh online media, just developed in the era of the new wave of digitalization, which are expected to make people's lives easier.*





they do not succeed in providing transparency and a stable business model in the background of their tokens that reflects real values. In Austria, this is likely to take some time.

Besides some commissioned consulting projects, we are currently working on a new tourist TV marketing concept and a cool cultural event that will offer unique concert performances worldwide with an unprecedented fusion of sound, light and other effects.

I am working on this with one of

Europe's most famous composers and a very up-and-coming painter and be responsible for the operational implementation and for finding global sponsors.

Another issue is to bring or even to create some international conferences by ourselves in our country that will ensure a perfect design and deployment of investment capital to enable the many innovative Austrian companies with the resources they require to grow and expand.

***It is undoubtedly the unique mixture of a wealth of opportunities, well-trained employees, operating in fairness, security and freedom, the helpfulness among the people here and also the cultural spirit that makes an entrepreneurial commitment very worthwhile.***

inventors, our country is already home base of many worldwide renown brands. Just think on Red Bull, Novomatic, Swarovski, OMV, Raiffeisen, SPAR, XXXLutz, Manner or Jaques Lemans - they are all at 100 percent created here. That means, the potential of an excellent economic breeding ground and positive legal framework conditions also for future entrepreneurial success stories is clearly present everywhere.

Personally I expect the most potential for clever entrepreneurs and family offices in future in digitalization, medical and environmental technologies, in green energy, real estates, all kind of smart city equipment and overall in health care as well.

Health care in Austria has always been among the best in the world. Countless business leaders, high-ranking politicians and even members of royal families from all over the world have been coming to Vienna again and again for decades, for example, to undergo regular incognito health checks or to undergo necessary treatments.

The pandemic crisis teach us in regards of medical and med-technical supply not to rely still only on resources from far away. That inspired a lot of new opportunities in medical research as well as for new patient care services based on digital e-Health solutions.

My company is partnering with one of the best domestic IT project companies for any kind of

professional public health solutions, including the rare expertise for the so called electronic patients acts, which once implemented can quickly help to save millions of unnecessary costs in any healthcare system.

Honestly said, the biggest problem is not having enough financial resources in Europe for start-ups. Nevertheless some IT driven companies start here and succeeded after many years of obstacles: Runtastic, Bitmovin, Bitpanda, GoStudent as a new real unicorn valued actually more than 1,3 bn Euros - just to name a few. As far as fintechs and blockchain-based systems are concerned, there are a lot of efforts going on, as there are all over the world.

Mostly, these start-ups fail because

(c) Lakeside Park GmbH 2018







# Larisa B. Miller



## DEVELOPING A MINDSET FOR GLOBAL BUSINESS

**IN**

the yesteryears of “mom and pop” corner stores and local delivery, our business community was the area in the close proximity of where we were living. Through the rapid evolution of technology, and our year-long mandate to come together while staying apart, thanks to the global COVID-19 pandemic, it is mandatory that we recognize that our businesses must now be a part of the global community moving forward in this transformational future. We can’t go back to normal because ‘normal’ was the problem.

The business that will help define the future of business will be the business which is willing to discard their legacy business model and look to the world for the way-forward. Whether a business is a large multinational, an SME, entrepreneur or a micro-enterprise, businesses of all sizes, in all industries and sectors, must integrate a global mindset into their business models. The connectivity we have at our fingertips, allowing us to access information, products, services or even make network connections with a few taps of our screens or keypads, is forcing us to reimagine our business strategies and pushing us to reconsider the definition of ‘business community’. We MUST look beyond our comfort zones and embrace the notion that technology creates our communities – even from the other side of the globe.



For small business owners, one of the major impediments to global expansion is fear of the unknown. The fear of not having the capacity to scale, losing intellectual property or communication challenges often keep businesses from stepping outside their regional comfort zones. But while many businesses sit back, talking themselves out of the opportunity to expand, many businesses are embracing technology, connectivity and the global marketplace, and it is these companies who are defining the future of business within their industry or sector.

What are some of the benefits of redrafting your business model with a global strategy? It allows a business to have greater control and options within their own supply chain. A business looking globally to source materials or products can choose these materials with an eye to responsibility, as many consumers and stakeholders now demand that the businesses they choose to support are sourcing responsibly with an eye to social accountability and

environmental impact. The internet gives us the power of options.

We can easily find and negotiate components or materials that complement our businesses sustainability mandate. When you do find products or materials which enhance your own operations or portfolio, make sure you incorporate this into your marketing strategy. People won't know about your value or your business conscience unless you tell them.

Whether you use the power of social media, or your product labels, make sure you share the 'story' of your business strategies, so that customers can quickly and easily ascertain your value. Further, if you are the product or material provider, it is imperative that you build a marketing strategy around your responsible production so that clients can easily see your value, do a quick due diligence and differentiate you from competitors.

Looking at the global market space, the Internet allows us to have the

ability to find similar businesses from around the world and form meaningful collaborations. By sharing innovations or strategies with a counterpart around the world, you enhance one another, you do not diminish your market or your intellectual property.

If you are a service business, and you find a similar service company on another continent, quite possibly they offer their service in different ways – potentially with new strategies, contributions and outcomes, which will allow you to adopt or incorporate these new ways of engaging with customers into your business model. For a product, you will likely find new ways to innovate your product or market your product in ways that meets an unexpected need. There are strategies, solutions and value to be found in global competitive collaboration, and this is what you need to be able to set yourself apart from the competitors in your locality who have yet to turn the attention to the global market.

One of the most important reasons

to open yourself up to business worldwide is that you can build valuable network relations and expand your client base. The Internet gives you the ability to sell products around the world in an instant. Payment remittance is efficient and immediate when using e-commerce payment platforms like Shopify or PayPal.

Whether you are using the e-commerce platforms that are plug-and-play, or you build your product or service offering from your own website, it has never been easier to sell products or services transcontinentally. Positioning yourself as a global business will allow you to form new relations and build a strong network which will lead you to new opportunities, collaborations and customers.

Technology has allowed our big world to become much smaller. Collaboration, competitive collaboration and global commerce are the mandate for the future. Every business, no matter how small or local, can make money using our ready access to connectivity. Too often we make gross generalizations about who can and can't avail themselves of a global market.

The local restaurant or hair salon owner may argue that they have a business that depends only on local engagement, however, with our collective thirst for knowledge in a rapidly transforming world, even these businesses have something marketable outside their community. Using platforms such as Kajabi, Teachable or Wavoto, a restaurant can offer cooking lessons on a subscription platform, or a salon can post mini courses which people can pay for on everything from giving your hair an emergency trim to manicure tips and techniques. It does not diminish us to share our knowledge, it only enhances our level of expertise to prospective clients, upping our



game in the industry, giving us a level of respect and trust that places us well ahead of competitors.

In this new business world – this post-COVID 19 world, we must look at the fractures within our industry and find new and innovative ways to fill them. We must meet the needs of our customers, looking beyond the obvious to creative solutions. Ask yourself, "what additional value can I provide?". Perhaps this is offering your knowledge in the form of modules or mini courses. Perhaps this means sourcing products in a sustainable way so that you can pass your responsibility to social or environmental sustainably on to your customers, stakeholders and employees.

Perhaps it is exploring ways to open yourself up to new customers through competitive collaboration. Regardless of how you differentiate yourself, you MUST look at how to spread your business wings beyond your neighborhood, region and country. Set aside your fears of the

unknown, embrace the fact that we are stronger together and take the first step to a business model built on global expansion. Every disruptive or unexpected pivot in our businesses takes courage but remember that courage is the antivenom to regret. Fear is a reaction, but courage is a decision. To be truly successful, you must make the courageous decision to take the first small step forward adopting a global mindset of inclusion, diversity and sustainability.

***It is never easy to toss out that legacy business model and do things differently than competitors, but the rewards can be extraordinary. By not allowing history to control your destiny and being brave enough to make the decision to pivot, safe in the comfort that if you make a mess of today you can forgive yourself and start fresh with the sunrise, you will be well-positioned to realize and embrace new levels of performance, innovation and success.***







*Whilst it seems that the short-term future of the content delivery network is assured, the world of online data is constantly evolving.*

*As new technologies create support for increasingly complex types of files, it is more important than ever for CDN providers to invest in new technologies to ensure they can meet the demand that will be generated over the coming years.*

## Prof. Ahmed Banafa

*The No.1 Tech Voice to Follow & Influencer on LinkedIn & An Award Winning Author, Expert: IoT-Blockchain-Cybersecurity*

**A**

content delivery network or content distribution network (CDN) is a large distributed system of servers deployed in multiple data centers across the Internet. The goal of a CDN is to serve content to end-users with high availability and high performance. CDNs serve a large fraction of the Internet content today, including web objects (text, graphics and scripts), downloadable objects (media files, software, documents), applications (e-commerce, portals), live streaming media, on-demand streaming media, and social networks.

Dynamics of CDNs

A CDN is a system of distributed servers (network) that deliver webpages and other Web content to a user based on the geographic locations of the user, the origin of the webpage and a content delivery server. This service is effective in speeding the delivery of content of websites with high traffic and websites that have global reach. The closer the CDN server is to the user geographically, the faster the content will be delivered to the user. CDNs also provide protection from large surges in traffic.

Servers nearest to the website visitor respond to the request. The CDN copies the pages of a website to a network of servers that are dispersed at geographically different locations, caching the contents of the page. When a user requests a webpage that is part of a content delivery network, the CDN will redirect the request from the originating site's server to a server in the CDN that is closest to the user and deliver the cached content. The CDN will also communicate with the originating server to deliver any content that has not been previously cached. The process of bouncing through a CDN is nearly transparent to the user.

In a CDN, content exists in multiple copies on strategically dispersed servers. This is known as content replication. A large CDN can have thousands of servers, making it possible to provide identical content to many users efficiently and reliably even at times of maximum Internet traffic or during sudden demand "spikes." When a specific page, file, or program is requested by a user, the server closest to that user (in terms of the minimum number of nodes between the server and the user) is dynamically determined. This optimizes the speed with which the content is delivered to that user.



## CONTENT DELIVERY NETWORKS – CDN

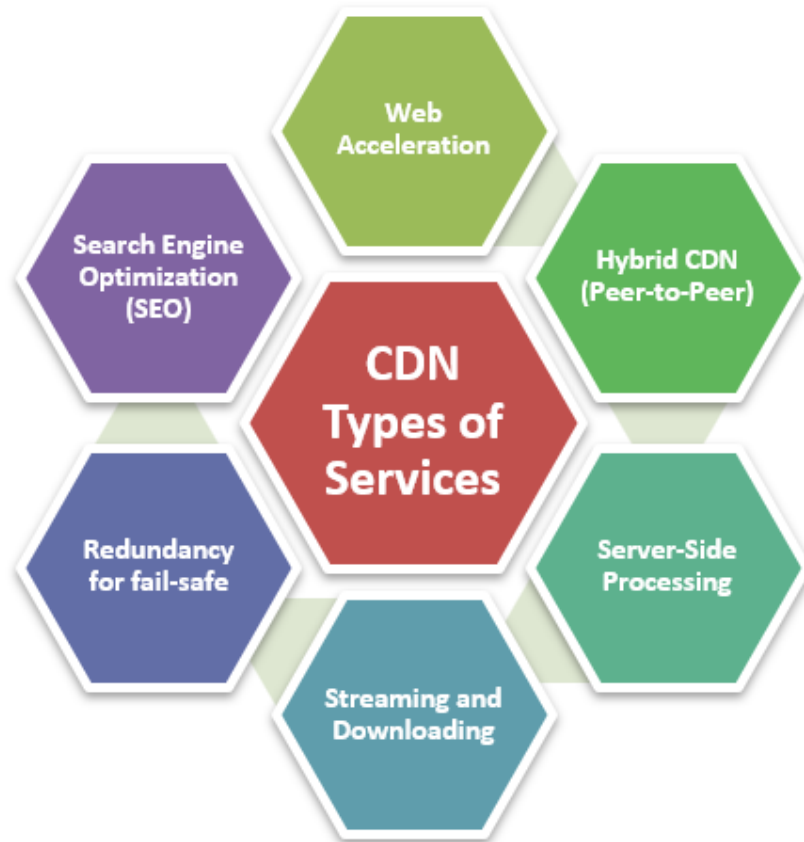


Difference between serving content without a CDN and with a CDN

The use of CDN technology has obvious economic advantages to enterprises who expect, or experience, large numbers of hits on their Web sites from locations all over the world.

If dozens or hundreds of other users happen to select the same Web page or content simultaneously, the CDN sends the content to each of them without delay or time-out. Problems with excessive latency, as well as large variations in latency from moment to moment (which can cause annoying "jitter" in streaming audio and video), are minimized. The bandwidth each user "sees" is maximized.

The difference is noticed most by users with high-speed



Internet connections who often demand streaming content or large files.

Another advantage of CDN technology is content redundancy that provides a fail-safe feature and allows for graceful degradation in the event of damage to, or malfunction of, a part of the Internet.

Even during a large-scale attack that disables many servers, content on a CDN will remain available to at least some users. Still another advantage of CDN technology is the fact that it inherently offers enhanced data backup, archiving, and storage capacity. This can benefit individuals and enterprises who rely on online data backup

A complete CDN architecture is made up of various individual components working toward the common goal of delivering service to the end-user community. A common example of a CDN can be a consolidated file server that is used as the user application and data file warehouse. The common functions associated with the content delivery network include file accessibility, application processing, multimedia delivery and caching. A complete CDN has the ability to exhibit functionalities that are only possible because of the participation of each separate CDN component.

The strategically placed servers have a higher capacity compared to a network backbone, which maximizes the potential to increase the number of simultaneous users.

In addition, such strategically placed edge servers lower the delivery time and decrease load on public and private peers, backbones and interconnects. A CDN manages the full load of traffic by readdressing it toward the edge servers.

Types of Services

- Web Acceleration: A CDN may

augment acceleration via compression between nodes in its own network. Quite often, only the graphics on a Web page are delivered by the CDN, while the HTML text is sent out from the customer's servers.

- Streaming and Downloading: Video uses extensive network bandwidth, and many customers of a CDN use the service solely to stream video to Web users. A CDN may offer all popular streaming methods such as Flash, Windows Media, Silverlight and progressive download'
- Server-Side Processing: The CDN may offer server-side processing of Java and ASP scripts.
- Hybrid CDN (Peer-to-Peer): A CDN may support peer-to-peer processing, which requires client software to be installed in the user's computer or pre-installed in a set-top box.
- Search Engine Optimization (SEO): Search engines now penalize sites that load too slowly, and broadband penetration has created unprecedented traffic jams. Fast connection times do little good



for viewers if the content delivers slowly.

- Redundancy for fail-safe: CDN technology provides redundancy for fail-safe protection during partial Internet malfunctions. Duplication of content also protects against loss of data and image degradation.

Advantages of CDNs

- Eliminate Pauses and Accommodate Heavy Traffic.
- Minimize Packet Loss
- Faster Loading
- File Mirroring
- Optimize Live Delivery
- Enable Linear Networks
- Support Video on Demand
- Scalability





## Disadvantages of CDNs

- New Points of Failure
- Sharing Resources
- Geographical Choice Considerations
- Content Management Problems
- Lack of Direct Control
- Costs

## The Future?

Studies suggest that web video delivery (streaming) will see some of the biggest growth, and the popularity of mobile apps helps to illustrate how the CDN of tomorrow might look. The explosive growth of subscribers in streaming services for movies and shows support this prediction, especially after a year of WFH, in addition to the non-stop use of videoconferencing services for live meetings.

As more and more people access the internet on mobile devices, delivering data across low bandwidth, high latency networks is likely to be the main battleground for those developing high performance data acceleration technologies. Add to this the increasing popularity of cloud-based services, such as online software as service applications and cloud storage, and you can begin to get an idea of how CDN providers will tackle the issue of poor performance in years to come. In addition to that, the introduction of 5G networks which will open another avenue for such delivery and lower the stress on other traditional networks. Deployment of Wi-Fi 6 is also another promising technology to help in this mix, and 10 years from now we will see 6G with astronomical speed of delivery, which

will change the landscape of CDNs.

**Whilst it seems that the short-term future of the content delivery network is assured, the world of online data is constantly evolving. As new technologies create support for increasingly complex types of files, it is more important than ever for CDN providers to invest in new technologies to ensure they can meet the demand that will be generated over the coming years.**

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GLOBAL CONTRIBUTOR

## Dr. Ahmed Banafa


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Think like an Entrepreneur

# MINDSET MATTERS A LOT FOR SUCCESS

**NO**

one is born an entrepreneur. But it also doesn't happen by chance, instead they are driven

to it. It's all about having the compulsion to be a part of something that's bigger than yourself and being willing to do whatever it takes to find that success.

I started my entrepreneurial journey at the age of 45 after a successful career in the corporate world because I had a mindset that I have to achieve something on my own.

How suitable, you are to be an entrepreneur depends on your perspective more than anything else. In my experience, both as a business owner, a social entrepreneur and an influencer, I've collected a few tips from my own successful journey.

**WHY .**

It's important to have a firm grasp on what's driving your endeavours.

Your purpose, in many ways, is your foundation to success. So take the time to identify the reason behind what you're doing: What motivated you to start your own business? What's driving you? What's

**Amb. Dunston  
Pereira**

**Chief Operating officer**  
HH Sheikh Ahmed  
Bin Faisal Al Qassimi  
Group of companies





your reason for getting up in the morning? Do you want to change the world? Generate an income? Or Both? For most, this isn't strictly about money, but usually goes further. Is it freedom and the opportunities that it could buy you?

Is your why a passion to help others succeed? Passion is what will ignite your dream. It will also give you the motivation to keep going when things get tough.

#### Are you ready

You'll never be ready to be an entrepreneur—at least not completely ready, that is.

You see it all the time: They're ready to take off, but not quite able to. This is because they're waiting for some ideal opportunity or unachievable level of perfection before they launch. But with this mindset, they'll be waiting a very long time.

You could have all the skills, all the training, you could have a double PhD in business, but if you're afraid to start and you're afraid to take risk and you're afraid to jump, nothing is ever going to happen."

The journey is full of pitfalls, hurdles and setbacks. Don't be fooled: You don't have to have every aspect of your life squared away before you can start. Perfection, both in your personal life and in business,

is a myth. In order to find success, you've got to transition out of the perfectionist mindset. Done is better than perfect.

Likewise, when it comes to idea validation, the same concepts apply. We all know how crucial it is to validate an idea before we run with it, but just how much validation is enough?

If you wait until you're 100% sure, you've waited too long, "Getting comfortable with taking calculated and well-informed risks is critical to success."

I took the risk of quitting my high professional job at 45 when family needs are at its peak and jumped in to the world of entrepreneurs because I had a passion and self-confidence. And what I started in a single room office with 3 people grew into branches in three states and more than 150 people in ten years time and today I am in a global platform. More than my growth what gives me total satisfaction is that I have been able to support the needs of 150 plus families.

Instead of seeing roadblocks as a sign that you're not cut out to be an entrepreneur or an indicator that something's wrong, just view them for what they are: Temporary setbacks along the way. We'll all encounter them, but it's how we respond to them that counts. Your ability to see beyond



Mr Dunston, COO to the private office of HH Sheikh Ahmed Bin Faisal Al Qassimi is a well versed and versatile personality who was in corporate leadership roles with multinationals for almost 30 years.

With a vast experience in business excellence he became an entrepreneur at the age of 46 and had been on a successful journey since then. He received the national award for business excellence in 2018 and state award in 2019.

Alongwith his vast expertise in global relationship, he has taken up this challenging assignment with the private office to make it one of the most acclaimed and accepted business organizations in the world

He is also a good humanitarian in serving as ambassador to about 10 NGO organizations across the world

## Amb. Dunston Pereira

### Chief Operating officer

HH Sheikh Ahmed Bin Faisal Al Qassimi Group of companies

these roadblocks and navigate your way through them as a problem solver will help you to succeed.

#### Habits

A large part of a business owner's success can be directly attributed to their daily habits.

#### Consistency is your currency.

The more you show up, the more you push through the tough days, hard decisions, and the daily grind, the more resilient you will become. You need to take action to set big-picture goals, and then break those goals down into smaller, doable –and consistent steps that'll help you to achieve them.

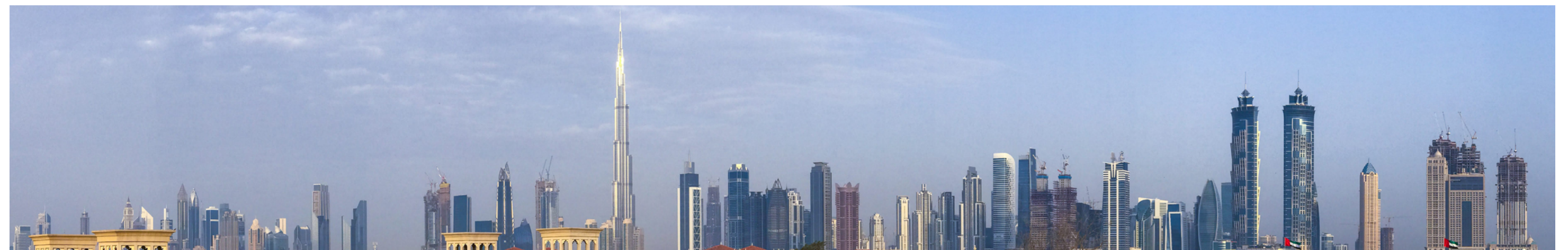
This means getting into action mode to build your new habit, and finding a routine that works for you. Those consistent daily actions are what will



move you forward every day. It doesn't have to be massive changes all at once, but over time, good habits will start to shape you.

#### Your worth

Finally, but perhaps most crucially, successful people understand their worth.







People view us through the lens that we view ourselves. That's because of our perspective of ourselves colours our actions and interactions with others.

The good news, though, is that self-confidence is something that you can build. You can do this by identifying exactly what you bring to the table in terms of value, and highlighting those areas where you excel. What projects are you passionate about? Where do you add the most value? How do you stand out from the rest?. Specialise in them.

From this confidence, you'll be able to price yourself accordingly and promote yourself in a way that will make people value what you have to offer. If you're confident in your abilities, it will inspire others to have confidence as well.

#### Focus on quality over quantity

Learn to keep things simple by focusing on quality over quantity. By doing this, you'll ultimately get more value for your work. This mental shift keeps you concentrated on using your resources wisely, so you'll carefully and thoughtfully guard your time, money and mental and physical energy. Quality has more to do with

depth, such as ensuring a task or goal is entirely completed, which usually leads to better results.

By being thoughtful about what projects you undertake, you'll focus on areas that you have expertise in; this is where you will naturally thrive and excel. Thus, you have a better chance of not only standing out for your exceptional work but also building your reputation and continuing to propel your business as a whole.

#### See failure as a necessary step toward success

Failure is an absolute necessity for success, but the trick is that failure is also all about how you frame it. Instead of seeing it as a fault you can never live down, recognise that failure isn't personal.

Your approach failed, and mistakes were made. You, as a person, didn't fail. Don't allow your ego to blind you to the lessons you need to learn.

Analyse the problem that led to the mistake. Where did you go wrong? Allow yourself to fine-tune a problem and see how it can be fixed. What path could you have taken to get a different result? Learn how not to make those same mistakes again.

Most importantly, learn to move on.

#### Mindset

So what does it take to succeed in these entrepreneurial leaps of faith? The answer is at once simple and infinitely complex: You need an entrepreneurial mindset.

#### And yes, it can be cultivated.

But mindset? That truly unites the world's most successful entrepreneurs. They share a way of looking at the world and responding to it that's essentially optimistic and action-oriented. A mindset that's generative and resilient and often runs counter to the lessons we learn in school.

In fact, there's an entire suite of entrepreneurial mindsets: a bias to action; a comfort with chaos; a capacity for quick decisions; grit; optimism; a steady supply of plan B's; and more. Do you need to master them all? No, that's impossible. Entrepreneurs have these mindsets in different combinations and proportions. Some may have come more naturally. Others have to be cultivated. The key is recognising where your strengths are, and where you must learn and adapt.

1. You have to learn and unlearn at the same time. Entrepreneurial mindsets – for example, making quick decisions or letting fires burn – often run directly counter to what we're taught in school.
2. Learn through story, and not just theory. Most people learn best through the experiences of other entrepreneurs. Narratives make the theory stick.
3. Adopt a daily habit to reinforce a new mindset. It's important to listen, to read, and to write. But it's not enough. You have to act on what you've learn

In my experience, entrepreneurs need to be reminded to take time for anything that seems self-focused. As a founder of online shopping site [www.hipcart.in](http://www.hipcart.in) and as an entrepreneur I throw all my energy into problems external to me : our product, Our market, Our team etc

We have to cultivate the mindset we need to succeed, and then refine it as endlessly as we refine our business. Consider it a vital investment. The success or failure of your journey, at many points along the way, will rest upon how you think and act.

#### Give value to others and stop being self-centered

Helping others isn't just a nice thing to do. When you help others, you also gain in return. After all, while giving leads to getting, more importantly, it leads to personal growth and feeling good.

The first step in giving value to others is to stop being self-centred. Practice

taking a real interest in others, and be authentic in your dealings with other people.

Nothing is as mind-broadening as allowing yourself to really see the world from another person's perspective. When you focus on the value you give to others, you start seeing other people's needs more clearly.

And that paves way for shift towards social entrepreneurship. After eleven years of entrepreneurship journey I realised I have to shift from working for myself to helping others.

And today as Chief Operating Officer of H.H Sheikh Ahmed Bin Faisal Al Qassimi group of companies, I am passionate about supporting budding entrepreneurs who wants to fulfil their dream of establishing their business in UAE. If you have good project in mind which will benefit you as well as this country, please do write to me at [Dunston.pereira@shkqassimi.com](mailto:Dunston.pereira@shkqassimi.com) and I would be more

than happy to support.

**And today I am also associated with more than 15 globally acclaimed NGO's as their Ambassador or Board member and spend a lot of time in looking after their needs.**

**Some of the organisations like Hope Ambassadors, Global goodwill Ambassadors, Women reformation organisation, Global mental health association, World youth united guild, Melano foundation and AIRO foundation are some of those that I am associated with.**

**I am also supporting Numi kingdom in implementing some of their humanitarian projects that looks towards creating a beautiful world.**

**Givers Gain !!!**





# The Fight for Fairer Funding

*Last week, Crunchbase reported that \$288 billion had been invested by venture capital firms globally in the first 6 months of 2021, an all-time high. That's a staggering sum of money.*

Looking more closely at the data, the first half of 2021 was an anomaly. Across the 4-year period 2017-20, half-yearly venture capital funding levels ranged between \$100-180 billion. This year it has jumped by more than 60%.

Raising capital to grow a business is hard work. I know that, because I've raised more than \$150 million in my career. There's a sad truth to the fundraising game: there are in fact two games. One is for white men. Members of the old boys' club. The other is

for everyone else, and it's not played on a level playing field.

I'm a white man and have more than likely benefitted from the gross injustice of the fundraising industry. I should add that my experience has always been on the side of the entrepreneurs. I'm a Chief Financial Officer turned entrepreneur, not a banker or venture capitalist.

The statistics are stark, and it's a similar story around the world. The first time I became aware of this uneven playing

field was when the British Business Bank published its UK VC & Female Founders report in 2019. This looked at gender disparity in venture capital deals done in the United Kingdom in 2017 and found:

- All-female teams submitted 5% of pitchdecks and secured less than 1% of funding;
- Mixed gender teams submitted 20% of pitchdecks and received 10% of funding;
- All-male teams submitted 75% of



## David B Horne

*Award-winning author, Champion of diversity in investment, TEDx speaker, Entrepreneur, CFO.  
London, England, United Kingdom*



pitchdecks and received more than 89% of funding.

That was several years ago. "Surely the situation has improved," you must be thinking. After all, the UK Government launched its Investing in Women Code in 2019, which pointed the investment industry to being more proactive in supporting female founders. Sadly not. As Catherine Lewis La Torre, CEO of the British Business Bank states in the 2021 update on the Investing in Women Code: "This report highlights positive signs of change but there is still much progress to be made."

What about elsewhere in the world? In October 2020, PitchBook published an article that looked at the investment by venture capital firms into US businesses by gender of the founder. According to that article, total venture funding into US businesses last year was on par with previous years. In Q3 2020, the level of funding into female founded businesses fell by 48% from the previous quarter, down to the level it was in 2017.

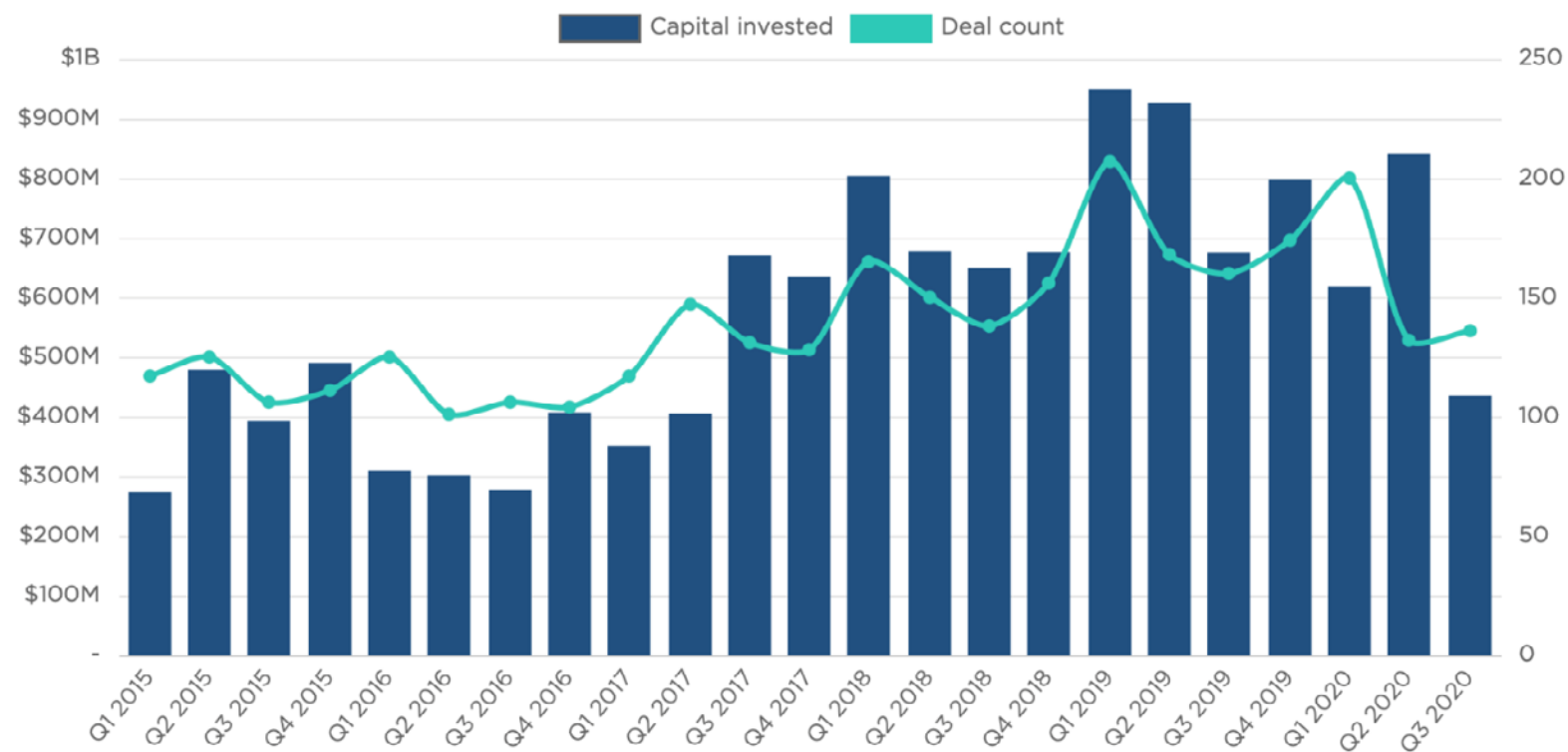
Melissa Withers, founder of RevUp Capital, stated in the Pitchbook article: "When it comes to unravelling systemic racial and gender bias in the investment community, this data affirms that we are only at the beginning of a very long and difficult fight."

What's even more interesting is that Pitchbook has not published any data since last October on the level of investment into female founded businesses. What are they hiding?

An article published in Harvard Business Review in February 2021 states that women-led businesses in the USA received just 2.3% of

## US venture capital deal flow by female (co-) founded companies

Source: Pitchbook



total venture capital funding in 2020. Historically the figure has been closer to 3%.

It is much harder to source data about investments into companies by ethnicity of the founding team. One of the few reports I have found is The Cornerstone Report: Access to Venture Capital, which looked at founder journeys and the barriers to inclusive investment. The report states that of those founders who successfully raised capital in the UK in 2019, 7.3% of them identified as Asian and 2.9% as Black.

It also states that 53% of them were in London. The Greater London Authority estimates that 24% of London's population identifies as Asian and 16% as Black. Taking London as the largest subset, less than 1 in 3 Asian and less than 1 in 5

Black founders were successful in raising capital. Sadly, I can't say that I was surprised by these findings. In conversations with entrepreneurs the discrepancy of access to capital by race is just as lopsided as it is by gender.

I have heard circumstantial stories about fundraising in the USA that are very similar. The level of funding that gets to Latinx and Black founders is but a fraction of the total, although I have not yet seen comprehensive statistics published by any reputable sources.

Turning back to the gender issue, another recent report was the Equity Investment Market Update Q1 2021 published by Beauhurst, which analysed every equity fundraising in in UK in Q1 2021. As with the Crunchbase report on global funding,

the Beauhurst report showed the wall of money is also flowing in the UK this year, with a record 647 deals announced and a staggering \$7.3 billion in funding raised. That's up by 84% over the same quarter of 2020, which was only partially impacted by the Covid pandemic. For the first time ever, more than \$1.4 billion was raised by UK companies with at least one female founder – nearly half of that was due to megadeals announced by Starling Bank (\$381 million) and Patsnap (\$301 million). That's a positive development to be celebrated.

Those two deals led to a sharp uptick in the amount of funding for mixed gender teams, and there was also a sharp uptick in funding raised by all male teams. However the graph below makes abundantly clear that the funding for all female teams continues to be very limited. At a time of record



### David B Horne

Founder of Funding Focus, a social enterprise whose mission is to level the uneven playing field that female and underrepresented entrepreneurs of all genders face when raising capital. <https://www.funding-focus.com>

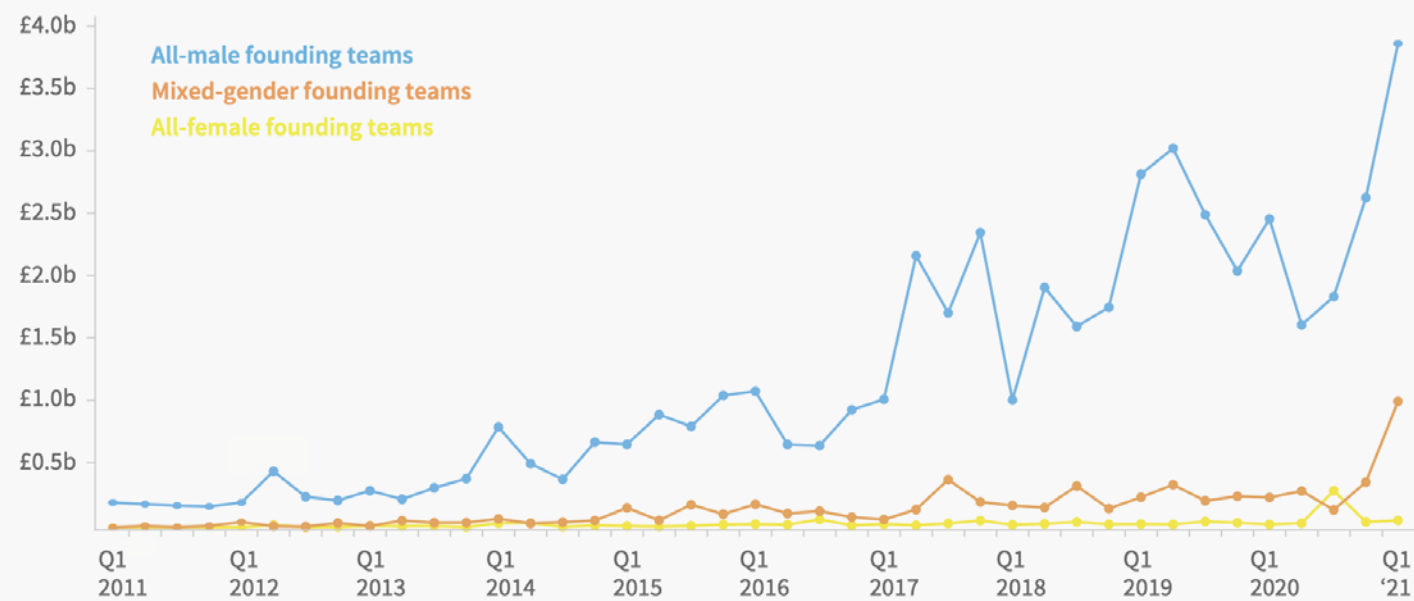
He is also the Founder of Add Then Multiply, a consultancy working exclusively with business founders who want to grow fast. <http://addthenmultiply.com>

His book Add Then Multiply – How small businesses can think like big businesses and achieve exponential growth is an Amazon #1 bestseller. It sets out David's proven FACE methodology – Fund, Acquire, Consolidate, Exit – which supports rapid growth. His book won the Business Self Development category at the Business Book Awards 2020 <https://www.businessbookawards.co.uk>



Source: Beauhurst

## AMOUNT RAISED BY GENDER OF FOUNDING TEAM



growth, to see the line for funding to all female teams continuing to flatline is depressing.

Compounding this is the fact, as evidenced in a report published by Boston Consulting Group, that female-led firms generate 2.5 times as much revenue per dollar invested as male-led firms. Yet still, they

are not securing the same level of funding.

Going back in time again, one of the most important reports published in this area was The Rose Review of Female Entrepreneurship authored by Alison Rose, CEO of NatWest Bank. This report came out in 2019, and it concluded that closing the gender

funding gap could generate up to \$350 billion for the UK economy. That's an additional 10% to the UK's pre-pandemic GDP. Extrapolate that to the USA and the EU, where the gender funding gap is as big as it is in the UK, and we are talking four trillion dollars! \$4,000,000,000,000 of additional economic value. If that were a country's GDP it would be the 4th largest in the world, bigger than Germany.

In discussions with investors, I often hear claims there isn't enough deal flow from female or underrepresented founders. The data from the reports above show that this is simply not the case. The investment industry is putting out new codes and making statements about diversity and inclusion being key elements of their strategy. From the data here and the conversations I have had with entrepreneurs around the world, it's clear to me that many in the investment community are merely paying lip service to this issue.

It's not enough and it has to change. Four trillion dollars are being left on the table – and that's just in the USA



and Europe. What if it were the same story around the world?

After learning of this gross injustice, I put on an event called Funding Focus at the London Stock Exchange in November 2019. We filled the theatre at the stock exchange with more than 100 people who came to hear from female founders who had successfully raised capital to grow their businesses.

In 2020 we repeated the event, this time online due to the Covid19 pandemic, and we have since held two more online events in 2021 with a third one planned for September. We have since reached a global audience of more than 700 entrepreneurs from 27 countries on 6 continents, and we have barely scratched the surface.

The findings from Crunchbase, the British Business Bank, PitchBook, The Cornerstone Report, Beauhurst and the Rose Review are consistent with what I've heard from attendees at Funding Focus events. This is a global issue, and it affects us all.

As a final point, it was fabulous to see a female chair umpire for the men's final of the Wimbledon tennis championship. There is hope!

What can we do about it?

I am currently researching my 2nd book on this subject, which should be published later this year. It will include my recommendations for changes that need to happen at the social, economic and political level and will suggest an alternative to the current venture capital model that seems to be focused exclusively on finding the next unicorn, to the detriment of every potentially successful business that could be so much more successful if it only had access to a small amount of capital.

The current VC model works if you are a white man pitching to be that next unicorn. For everyone else, the VC model is broken. Added to that, the world's leading banks are not providing funding because they have been regulated to near death

following the financial crash of 2007-08. We need something new.

*I'm aware from my research that there are many initiatives taking place in cities and countries around the world. We need to bring them together and create a powerful voice that is heard – by the investment industry, by entrepreneurs, by governments and NGOs around the world. Only by coming together to collaborate can we use our collective power to drive meaningful change and encourage investors to put their money to work.*

*The untapped economic opportunity from channelling more funding to female and underrepresented founders is vast.*

*It's time to take the Fight for Fairer Funding to the world.*







# Amb. Pierre Vatel

*World Peace Ambassador  
 Ambassador For Commonwealth Entrepreneurs Club  
 Financial Advisor Of The Royal House Of Andriakazomanga Zafimbolamena Of  
 Madagazykara.  
 Honorary Member Of Della Leaders Club.  
 Honorary Advisory Board Member Of Sogeav - Antsirabe Airport  
 Authorized Collateral Advisor.  
 Member Of Afa-Gold Business Club.  
 Member Of Full Gospel Business Men Fellowship International.  
 Grande Loge Mondiale De Misraim.*

*Will technology mark*

# THE END OF HUMANITY???

**ROYAL HOUSE OF ANDRIAKAZOMANGA**  
 SOANINDRARINY MADAGASYKARA

WORD OF GOD  
 INTEGRITY  
 SENSITIVITY  
 EXPERIENCE





AT

a time when Big Tech is making us enter into a complete digitalization of humanity (artificial intelligence, virtual reality (or rather virtuality supposed to be real), brain / computer interface, internet of objects, microship, tracing, facial recognition, transhumanism, obligations based on impact studies of human behavior, etc ...) it is time to question the place of the human being on this earth.

No one is surprised than a machine asks us to justify that we are not a robot (captcha, acronym for The Completely Automated Public Turing test to tell Computers and Humans Apart”).

The technology that was supposed liberating us, finally enslaved us every day a little more, to the point where we witness an inversion of values, man becoming the subject of study of machines more and more sophisticated and this thanks to the “Data Bases” of social networks whose only concern is the capture of our attention.

Increasingly complex projects are emerging, out of the brains where the limit between science and theology no longer exists, the boundary between humans and machines having been crossed for a long time under the guise of improving the health or future well-being of man.

Covid 19 having served as a pretext for the definitive implementation of this subjugation to new technologies, we are witnessing a gradual rupture of the real relations between humans (un-social distancing, mask as slaves once wore, distrust of each other, delation, etc ...), to the benefit of the services (???) offered by the companies of GAFAM (tele-work , tele-teaching, tele-meetings, home delivery, etc...).



This crisis has nevertheless had a beneficial effect, that of seeing a certain number of townspeople migrate permanently to the countryside. In addition to breathing cleaner air, this makes it possible to reconnect with nature, the source of life (the vibrations of a forest being more beneficial than the waves of WIFI).

It is time to replace the human being in this universe of which it is an integral part and where we must respect all forms of life. It is, a creation, which has no equivalent, and whose soul cannot be integrated into any machine. Our consciousness can in no way be the subject of procrastination as to its role, the connection with the source of

life. And this, I don't think that any technology will ever be able to do it...

In the 70s, in economic class, we were taught that to produce a good, we needed three things: monetary capital, technical capital and labor. We were not yet talking about human capital, we did not yet have a “Direction of Human Resources”, we were content with a “Direction of Personnel”. To consider the human being as a resource is debasing to the highest point its condition of being alive, we are not any ore...

Efforts are now underway to translate the real world into a digital counterfeit that can provide financial markets with the numbers and statistics to execute human capital markets.

A new insidious form of capital assembled from our genetic code and data analysis will take us into a financial world, strengthened by blockchain and constantly monitors and updates, thanks to biosecurity.

“The world before” no longer exists. The need for a digital vaccination certificate, the objectives of sustainable development axes on the

to the publicity of World Economic Forum, we will no longer have anything but we will be happy, and where will no longer have to move thanks to the delivery by drones of what we need. Let us move towards a permanent confinement, in our shared apartments, as in the Soviet Union times, where social credits, as in China, where the government will allow us to access a few favors

wisely lined up, quietly queuing up like schoolchildren waiting for their meal. But where is our common sense, our spirit of analysis and criticism; what happens to the human being endowed with reason???

**“The twenty-first century will be spiritual or will not be”, this sentence, wrongly attributed to Andre Malraux, summarizes very well the challenge**



## Amb. Pierre Vatel

Born on 1955, descendant of Francois Vatel, the famous master of ceremonies of the Prince Louis II de Bourbon-Condé.

After a bachelor's degree in Economics and Social Sciences, he followed a specialization in construction economics.

Several years in West Africa, he acquired experience in financing and carrying out major projects in the field of construction, public works and civil engineering.

He hold the position of Vice-President of Smart Habitat and Construction Club in Mauritius, combining the small contractors of Mauritius to have access to great projects and financing.

Actually, World Peace Ambassador in Mauritius, Ambassador for Commonwealth Entrepreneurs Club and Special Financial Advisor of His Royal Highness, Prince Rina Telesphore (Head of the Royal Family of Madagascar), with whom he shares the same vision for the well-being of the humanity, he is responsible for setting up funding for Madagascar.

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climate, the planning of public-private partnerships leads us inexorably towards an “Orwellian World” where the place of the human being, as master of its intended, seems to be no more than an utopia.

“The Great Reset”, so desired by Davos and its founder Klaus Schwab, will make us definitively switch to this “Best of Worlds” where, according

distributed generously for good conduct.

During this crisis, we have seen the infantilization of people led by governments through fear and mass manipulation. We saw these people,

**that humanity must face. Will the awakening of consciences be fast enough and important enough to counter this technological and technocratic advance that risks engulfing Humanity...**



# HIGH TECH CREATIVITY

## BLUE LOGIC

*If you have used your mobile to point at the fish at the Atlantis The Palm to find out which species they belong to or used your voice to ask Alexa to book a table at the hotel, then you know the magic of computer vision and conversational artificial intelligence. Meet Blue Logic Digital, a leading creative high-tech company based in Dubai, which helps brands embrace this magic.*

You may imagine that a company working with artificial intelligence and computer vision must be creating complex, tech products. But when it comes to Blue Logic Digital, you'll be amazed to see the visually delightful and easy-to-use digital products that they create. This is one specialized company that combines high-tech with creativity and helps brands adopt the tone of customer interaction expected by today's consumers. These interactions, which immerse users in the brand, are also called 'immersive digital experiences'.

Blue Logic has carved a very special place for itself in the Gulf region, becoming the partner of choice for leading brands seeking to embrace digital transformation and fulfil the needs of today's consumer. In the past, brands and retailers started to interact with individuals when they walked into a store. Today's consumer is different and is always connected to the web, and through a variety of devices.

The new consumer carries out

research, browses products, and makes purchases, and many of these steps are on digital channels. A typical buyer may conduct a voice search, read reviews on social media, interact with a brand's mobile app, visit the website, interact with a chatbot on the site, and maybe even participate in a game on their online store. Blue Logic enables brands to deliver great experiences to buyers at every stage of this journey.

Healthcare, retail, education, aviation, and hospitality brands have gained a tremendous competitive edge as they have incorporated augmented reality, chatbots, computer vision, and gamification to their products, websites, and apps with the help of Blue Logic Digital. Blue Logic also excels at user experience design and creates world-class video and web content.

Dubai based Blue Logic Digital creates memorable customer experiences by fulfilling the needs of users with logic and simplicity. This magic is made possible thanks to the



exceptional team that together has over 100+ man-years of experience across technology, communication, and design. This team is focused on adopting the most advanced technologies and deploying them for clients, making Blue Logic the digital trendsetters of the gulf region.

Janak Sarda, the founder and CEO of Blue Logic Digital, talks about

the passion that drives the company. "Artificial intelligence is changing the way we conduct business daily. Dubai and the UAE have always propelled the early adoption of such technologies. Brands and consumers alike adapt to this changing landscape enthusiastically. We at Blue Logic help our customers capture these trends almost as instantly as they start trending globally. Our team at Blue Logic is encouraged and constantly motivated to have an early mover approach, as we constantly keep trying new methods of adding efficiency to the work we create."

The work culture and values of each member of the Blue Logic team are the main factors that have enabled the agency to occupy this leadership position. The Blue Logic mantra is - excellence in everything digital. Their passion for creating great customer experiences helps them to create competitive differentiation for their clients and themselves. The leadership also takes the reliability and assurance they must extend to clients very, very seriously.





## Janak Sarda

### Founder & CEO

Passionate about emerging technology, Janak distributes his time between Dubai, Germany and India, and leads the Blue Logic Digital team. He brings his vision and experience as a business leader to the company, also serving as Managing Director of the Deshdoot Media Group in India and Calculus in Germany.

He is the Vice President of the International Advertising Association for Youth Development globally. An active participant of various business forums, Janak is a regular visitor at global technology events such as the Mobile World Congress at Barcelona and the International Tourism Berlin (ITB) held in Germany.



A leading automotive brand was inundated with messages and calls around various scenarios. With a 1-2 member support team that was inevitably checking with the distributors for data and then getting back to customers, this resulted in response delays and high customer frustration, especially during the pandemic. This drove the need for a bi-lingual (Arabic and English) chatbot that was present 24/7 across multiple channels with their website (cross-device) and Facebook Messenger in Phase 1, and Instagram and WhatsApp in Phase 2.

Our chatbot specialists at Blue Logic suggested that an artificial intelligence-based chatbot could provide all the above responses in real-time, closely replicating the interaction that their customers and prospects would have with a human representative. Chatbots could book test drives and service appointments 24/7 and converse with visitors in both languages, while not overburdening their internal team.

Blue Logic built a state-of-the-art, AI-powered, bilingual chatbot to manage all aspects of customer support,

options, they turned to Blue Logic for ideas and technology.

The Atlantis team shared an insight that they had about this segment – that they would love some innovative games. The Blue Logic team came up with the idea of a game-based augmented reality app, and designed a “treasure hunt”. Clues were placed at different places in the hotel’s food and entertainment attractions.

Guests needed to book a table or purchase tickets to get access to the treasure hunt clues. This was

done using QR codes, and point-and-shoot image recognition. The app was integrated with popular mobile wallets to make purchasing easy.

***This treasure hunt proved to be a fantastic success, delivering a great return-on-investment for the hotel.***

***The targeted hotel guests were led by the clues and rewards to discover many interesting options in the hotel. What’s more, Blue Logic delivered this solution in just one and a half months – which was necessary to benefit from the peak tourist season.***

right from creating a new request (test drive or service appointment), finding the nearest showroom or service centre, learning more about the availability of new and pre-owned vehicles, and also diving into the specifications of the different car models. This AI-enabled chatbot is integrated with multiple backend systems for real-time information.

Within the first month of its launch, the bot was handling 100x in terms of conversations that were previously handled by human agents. The chatbot additionally enhanced the experience of customers as they could have their queries answered 24/7, and interact in the language of their choice. There was a 30% reduction in phone calls to the call centre, leading to an improvement in the existing call centre team’s productivity.

An Augmented Reality-Based Treasure Hunt at Atlantis The Palm

When the iconic Atlantis The Palm hotel of Dubai was looking to increase engagement with specific segments of guests and incentivize them to try more of the food and entertainment



## Abhinav Kottalgi

### Director, Technology

Having successfully delivered digital projects in Singapore, India, Australia, the U.S. and the Middle East over his experience spanning 20 years, Abhinav enjoys working closely with entrepreneurs who are passionate about their businesses to come up with the best development approach to adopt AI.

At Blue Logic Digital, he focuses on driving innovation using emerging technologies to deliver cutting-edge digital solutions.

Abhinav Kottalgi, Director, Technology of Blue Logic Digital talks about the unique culture of the company. “We place a great premium on learning continuously, but we also believe that sharing that learning is very important. This means that we take new concepts, ideas and technologies to all our colleagues, clients, and partners. Each of us takes ownership for what we do – not just what we are expected to do, but always a little beyond that. Another thing that’s very important for us at Blue Logic

is to respect everyone – from the newest entrant of the team to the senior-most member. And finally, we value time. We believe that time equals opportunity and is extremely precious. This culture pervades everything we do and has helped us to deliver hundreds of projects successfully and achieve very high levels of customer satisfaction.”

AI-Chatbots Streamline Lead generation and Service Bookings for a Leading Automotive brand





# At The Edge of Survival The Future of Sustainability

*With the unprecedented changes occurring in the world, the downfall in the economy, job markets and all types of industries, resulting in a great loss of lives, finance and consequently loss of motivation, there is a great need for vision, dialogue, new perspectives and reshaping new ways of adaptation in the post pandemic era.*



## Dr. Hala El Miniawi

A motivational leader who was recently chosen as one of the most 12 Inspirational women in Entrepreneurship by the UAE African Network Group.

Dr. Hala is an HR Consultant, a coach and an inspirational author who advocates international communication, compassion and empathy through her writings and practices as in her books Mama Africa and her other book Falling In Love With India.

All Dr.Hala books are available on Amazon. Dr. Hala held a different positions as a lecturer throughout her career. She was recently appointed as the vice principal of The Open University and the CEO of The GUIDE association in the UK.



With the unprecedented changes occurring in the world, the downfall in the economy, job markets and all types of industries, resulting in a great loss of lives, finance and consequently loss of motivation, there is a great need for vision, dialogue, new perspectives and reshaping new ways of adaptation in the post pandemic era.

The critical importance of sustainability has been further reinforced during the pandemic. While the year 2020 has taught us how truly fragile our world can be, it has also demonstrated the power we possess, when working together, to overcome global challenge.

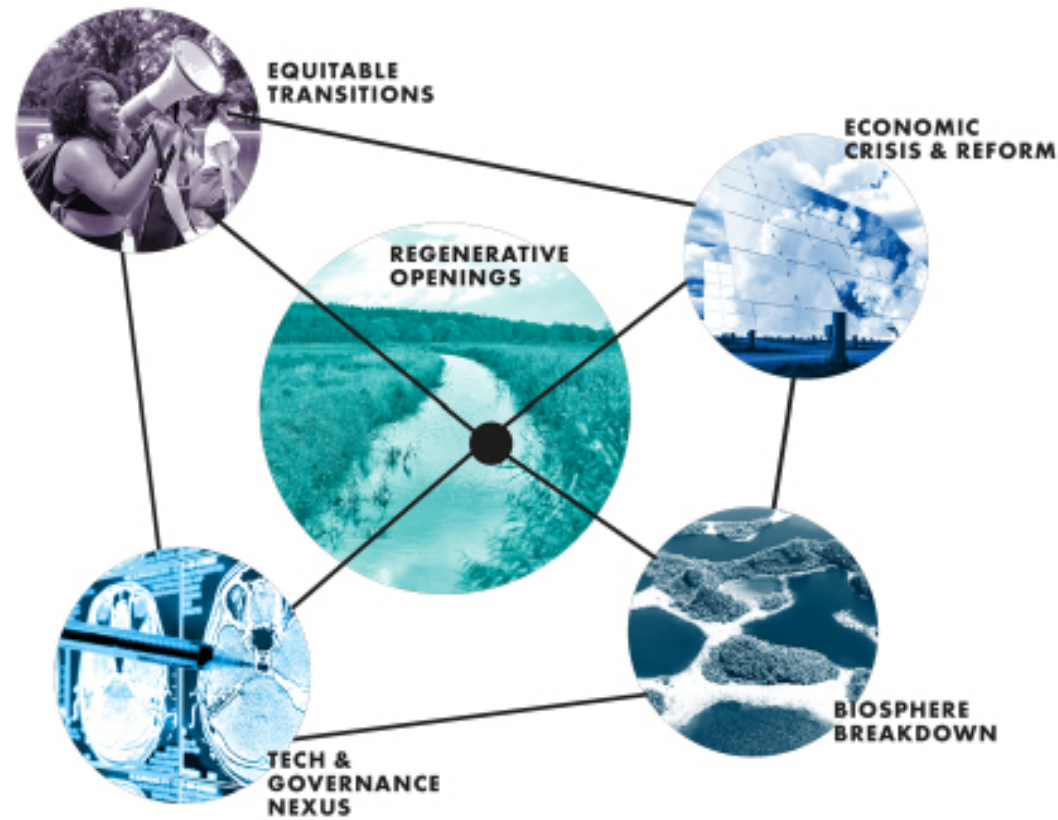
The world hence after is facing great challenges that once exposed to the public opinion, solutions might pop up out of the hidden corners of despair that is marking the start of the year 2021. Expectations of experts remain vague in the absence of stable data on the progress of the virus variants, and the future of business in terms of travel restrictions, lockdowns and the move towards more of the digital transformation.

The Five Key Dynamics Defining the 2021-22

#### Biosphere breakdown

Every living thing on Earth is dependent on a healthy, functioning biosphere. This is the global ecological system that integrates all life with the natural systems which enable it to thrive – such as the climate, air currents and water cycles.

The planet's living systems are under severe stress from the



destruction of biodiversity, rampant mismanagement of freshwater resources and climate breakdown. These three, deeply intertwined systems are in crisis, and as they fall apart, we risk crossing irreversible tipping points of no return – thereby entering a radically unstable biosphere unlike anything seen in the past hundred thousand years.

#### Economic crisis and reform

Our current global financial system is severely imbalanced, vulnerable to shocks and low on monetary tools to tackle them. It also misallocates resources at extraordinary scale due to an economic model focused on short-term profits and growth almost at any cost. This systemic misallocation exacerbates wealth and power inequalities. It also multiplies the risk we face from biosphere breakdown and severely hampers attempts to prevent it.

#### Tech & Governance

The digital revolution is transforming our economies and our lives at exponential rates. Algorithms are revolutionizing how our personal data is held – and profited from. Automation is gaining momentum across multiple sectors and industries – from insurance to transport. The power and potential of artificial intelligence is growing, every day.

The benefits of a booming tech industry are undeniable: newfound opportunities to tackle environmental issues, speeding the adoption of the circular economy, improving healthcare, preventing fraud – and many, many more. But so too are the unintended consequences.

#### Equitable transitions

82% of the wealth generated globally in 2017 went to the richest 1%, while half the population still live on less than \$5.50 per day. Across much

of the world, the gap between rich and poor and across generational, racial and class lines is widening. In disproportionately impacting the poor and the climate crisis is compounding the problem.

#### Regenerative approaches

We live in extraordinary times, when the interlocking crises facing humanity can seem overwhelming in their complexity and impact. Yet there is hope emerging from people and organizations that are embracing and experimenting with 'regenerative' approaches – challenging us to work with rather than against, the power of living systems. While 'regenerative' approaches are not new, the systemic nature of the world's issues is placing a newfound urgency on us all to adopt them, and quickly.

The decisions we make in the next six to 18 months will determine the future of our society, our economy, and the planet. The future is not something that happens to us, but is something that we can actively create with every action we take, and with every choice we make.

#### The 10 Steps towards Building Back A Resilient Recovery

Rapidly recover revenue: Speed matters as it will not be enough for companies to recover revenues gradually as the crisis abates. They will need to fundamentally rethink their revenue profile

Human at the core: Companies will need to rethink their operating model based on how their people work best. Purpose-driven customer playbook: Companies need to understand what

customers will value, post-COVID-19, and develop new use cases and tailored experiences based on those insights.

Ecosystems and adaptability: Given crisis-related disruptions in supply chains and channels, adaptability is essential. That will mean changing the ecosystem and considering nontraditional collaborations with partners up and down the supply chain.

Identify and prioritize revenue opportunities: What's important is to identify the primary sources of revenue and, on that basis, make the "now or never" moves that need to happen before the recovery fully starts.

Develop an agile operating model: Driven by urgency, marketing and sales leaders are increasingly willing







advantage: Dramatic shifts in industry structure, customer expectations, and demand patterns create a need for equally dramatic shifts in operations strategies to create competitive advantage and new customer value propositions.

How to grow? Coming out of the crisis, organizations must answer important questions about growth and scalability. Three factors will matter most: the ability to embed data and analytics in decision making; the creation of learning platforms that support both individual and institutional experimentation and learning at scale; and the cultivation of an organizational culture that fosters value creation with other partners.

Out of this conviction, the GUIDE Association initiated The International Sustainability & Growth Summit 2021 with the main theme of International Perspectives on Global Sustainability Solutions to be held in Dubai from 1-3 September at the Raffles Hotel under the patronage of H.E Sheikh Salem Bin Sultan Al Qasimi.

The Conference aims at providing solutions through panel discussions and keynote speech that would tackle

to embrace agile methods

Building operations resilience: Successful companies will redesign their operations and supply chains to protect against a wider and more acute range of potential shocks

Accelerating end-to-end value-chain digitization: Creating this new level of operations resilience could increase significant benefits in productivity, flexibility, quality, and end-customer

connectivity.

Rapidly increasing capital- and operating-expense transparency: To survive and thrive amid the economic fallout, companies can build their next-normal operations around a revamped approach to spending.

Reimagining a sustainable operations competitive



the challenges and opportunities facing the sustainable development in Africa ,India and the Middle East.

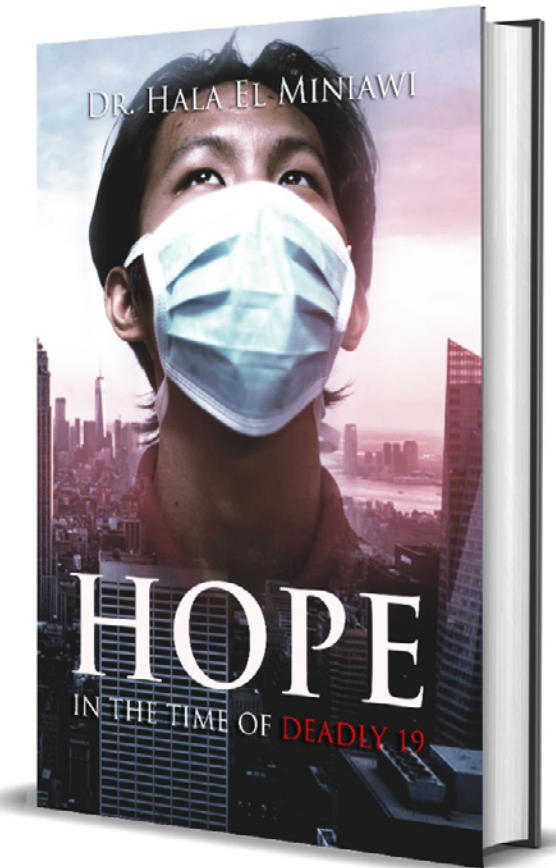
The Role of the Humanitarian efforts of NPO in promoting Community growth in the Third World Countries would be the presented by HRH Dr. Princess Deun Ogunlana while The Focus on Circular Economy in the Repercussion of Global Development would be the opening keynote speech by Hanane Benkhallouk .

Culture and Climate Change, Raising Awareness to Drive Critical Change will be the exclusive keynote speech of Dr. Maya Al Hawary . The several intersecting socio-economic and environmental challenges facing the Arab region for the achievement of the SDGs is scheduled to be the first panel discussion moderated by Flemming Rontved with the professional names of Noha Hefny ,Dr.Hanan Selim ,Eli Ghazel , Rebecca J.Dahl ,and Dr.Yasser Bahha as panelists. Social Enterprise: Growing a Sustainable Business would be the business presentation of Guest Speakers: Kirsten Westholter and Paula Newby. Daniel Gribbin, Amb. Dr. Kimberley Grant-Bynoe,Ivana Rossi ,Dr.Genevieve and taylor Elizabeth would be discussing the priorities of sustainable growth in Africa in the second panel discussion .

The TISGS Award for Sustainability and Growth Excellence 2021 is to be conducted on the third dayof the summit to honor and celebrate some outstanding key players, companies, corporations and individuals that have contributed to the mission and vision of the GUIDE and have been at the forefront of ensuring economic growth, international unity whilst strengthening bilateral relationship and promoting trade and investments.

Behind the scene, a team of members of the organizing committee work together headed by Dr.Hala El Miniawi the conference chancellor whose words echo in all of her endeavours to bring people together ,creating harmony and finding meanings in the seemingly lost fragments of of human bondings.

**"Even when you seize to be.. You will always be there..Your words ..Your deeds .. And the pages you left.. For others.. To read and complete.."**





WHEN GETTING THERE IS HALF THE FUN

# FINTECH

*Many large forces are sweeping society, from demographic, social changes to shifts in global economic power. But technological breakthroughs, in particular, are having a disproportionate effect on financial services.*



## CECILIA PAOLINO UBOLDI

I was honoured to participate at the European Digitalisation Forum organized by OKTO this month in Athens. Fifty leaders of organizations throughout Europe, together with thought leaders, Futurists, Fintech and Payment Experts met to discuss the implication of the Digital disruption that is changing the world in which we live in.

How new technologies have made the market much more competitive, driving new customer's expectations and how organizations must not only provide superior experiences for their clients but also deliver in agile and clever ways.

Many large forces are sweeping society, from demographic, social changes to shifts in global economic power. But technological breakthroughs, in particular, are having a disproportionate effect on financial services.

Fastmoving Fintech start-up companies, which often focus on a particular innovative technology or process in anything from mobile payments to insurance have been finding a way in. Those disruptors have been tackling some of the most profitable elements in the value chain of financial services. Damaging incumbents who have historically

subsidised traditional and less profitable service offerings.

Surveys show that a quarter or more of incumbent's business, could be at risk of being lost to Fintech companies within five years. Returns on indices of banks of all sizes have been either negative or virtually flat while the return on companies focused rather on individual aspects of banking, like, payments, capital markets, information services, etc have been growing exponentially.

Clearly the unbundling and decentralization nature of the Fintech organisations is playing a fundamental role in reshaping the banking and financial industries.

Nowadays consumers have much more power and control over their money. Technology is accessible and the barriers of change are getting weaker, making the world a small place after all. Therefore the traditional



banking services are becoming unbundled and Fintechs have played a significant role in this evolution. By concentrating on distinct issues within banking, fintech companies are providing value that incumbents would not while targeting consumers who might otherwise be forgotten by mainstream financial organizations. Consumers are making choices about their money based on convenience, quality, and ethics.

This evolution is very promising for improving consumer's reach and quality of financial services. It gives more choice to gather a portfolio of products and services that meets their needs and adjust to their lifestyles.





Decentralization is reshaping banking in a tectonic scale. The disruption that blockchain has done to the financial system is somehow what the Internet did to libraries. It is about disintermediating financial services, eliminating the middlemen, executing instantaneous loans without any bank's approval or paperwork, issuing stock directly without the need of brokers, etc. It is about banking services enabled by the technology itself without any third party needed to execute instructions.

It is also about technology giving control to those conducting the transactions and greater access to the unbanked.

Financial institutions have either already embedded or are seriously considering the so-called sharing economy opportunities. Such as partnerships with digital intermediaries or end users looking at how they might deliver services at significant lower costs.

Start-ups, usually low profile and informal may not seem a threat to incumbents. However, in this new digital age, when businesses as well as individuals are increasingly tech savvy, consumers will gravitate towards lower fees, convenience, and ease-of-use qualities. Then the network effect takes over once there is enough critical mass and liquidity, the disruptors' market share would have the potential to grow exponentially.

Digital becomes mainstream.

Customers are now used to seamless payments for most daily transactions with high expectations for integrated and secure ways to pay for products or services.

Leading technology and retail organizations have set a high bar for the financial services industry to develop better experiences with simple and seamless integrations to make traditional banking, digital payments, or any other related activity easier to accomplish. Some of those disruptors typically offer a series of differentiated services



backed by technological innovation, i.e. as food delivery or ride-sharing, in an ecosystem designed to function with their proprietary ewallets or other digital payment methods.

But while they might provide superior customer experiences, the ecosystems that many of them have built alongside their partners have also resulted in fragmentation across the payments landscape in some territories where mobile phones is prevalent and the issue of interoperability between the different payment systems is becoming a big issue.

Digital wallets give consumers a fast, secure and low-cost method to use, store and send money over the Internet. It is a service they value, and its adoption has grown dramatically in the past years. Now that adoption is getting significant, banks want greater control over those alternative channels, to manage the security, user experience and customer connectivity at the point of sale.

By controlling the digital wallet banks

get a better chance at protecting top of wallet status for its card products, including the fees that follow. For most banks this matters a lot, as even with a small percentage reduction or increase of interchange fees from debit and credit cards would represent a tangible change. Not to mention the data.

A well-managed wallet has many revenue generating capabilities introducing the customers to offers and promotions at points of sale, as well as sending them valuable information like balances or alerts and to get valuable insights into consumer behaviour. Whoever owns the wallet has the control and decides the level and processes of authentication, identification, and verification of its clients.

Banks benefit to be the ones setting the terms of engagement instead of leaving it to their partners who might not have the same priorities. They can also analyse the user data in real-time to improve fraud detection.

Digital efforts are advancing in

areas as diverse as roboinvesting, consumer lending automation, clearing/settlement of cash and securities transactions. It is inevitability that digital will become the platform and Institutions will need to balance the need for transformation teams to keep up and practically run in parallel "change the bank" and "run the bank" teams on the same page, operationally and strategically.

After years of relatively protected status incumbents will experience a lot of natural resistance to change. While determined fintech opponents developing 'challenger' models in banking, wealth management, insurance, to name some, are constantly anticipating what their future clients will need and want.

When it comes to payments, there is a lot of innovation coming up. Weather it has to do with transactions facilitation, integration or data sharing in financial services. The usage of API's has seen a real push towards an opening up of data at bank and financial level in term of

making better use of them. And that comes with new business models. Any given financial institution will not necessarily offer, produce, or distribute the services they do themselves but perhaps integrate through the various third parties' locations to reach out new customers, new segments of the economy on the commercial and retail side.

So how do decision makers go about integration, what kind of data to share, what kind of choices they have in terms of business models and how this will impact the payments and how do they adopt the business strategy?

Successful organizations







are merging towards a more open rather than vertically integrated firm, in order to integrate with other parties and add different product segments. And this potentially challenges the way they might be making money going forward as a financial institution or how consumers will engage with them.

The banking on money has been the traditional way for a financial institution towards profitability. Now the trend goes towards banking more on data, selling access to data, monetizing on intelligence and meta data from transactions.

And this is the big thing right now, the data economy in financial services and we have seen this push happening in the past years: data becoming more and more a significant element of decision making, influencing product strategy and organizational design. Now the question is about how organizations

manage and leverage data. How they integrate data together and outwards with other organizations. How they store data assets for themselves and for their customers.

In terms of data economy, companies with data intensive business models, like Facebook, Google, UBER, Amazon thrive and scale very quickly. They produce products and services at a much faster pace. This is because they have all those unique characteristics of platforms business models.

Big data has the potential to reshape entire economic sectors. It paves the way for disruptive, entrepreneurial newcomers to emerge. But it is also a huge threat of incumbents who fail to adapt and evolve. Successful disruptors provide a better customer experience, more convenience and at a lower price. Across countries and value chains, the effects of disruptors vary

significantly, largely because of differences in the regulatory barriers, readiness, and strength of local Fintech ecosystems. While regulatory authorities encourage competition and innovation providing meaningful oversight of these disruptors. The most important predictor of revenue growth and profitability is undisputedly Customer Intelligence. Technology advances are providing businesses an amazing opportunity to access comprehensive and exponentially more data about what their users do and want.

The data is everywhere. Hyper-connectivity is paving the way for greater product customization which provide actionable insights to enhance customer journeys. With the constant development of the 'Internet of Things' it is not only from computers and smart devices that we are able to record and communicate data, but everything from coffee machines to cars. Customers are

getting more and more aware about the value of their personal data and there is an expectation that they will tender out their information to banks, insurers, asset managers, etc to get the best deal possible. For example with the widely use wearable computing of fitness sensors, life and health insurers, could make the underwriting process faster without the need of medical checks and simplify the contract process in a more collaborative manner. With the real-time insights into the policyholder's health and their behaviour they could also offer promotions and discounts that are appropriate and resonate to them.

**Big data analytics gives companies great competitive advantage. Through sensor technology and the constantly evolving communicating networks of the Internet of Things, organizations can anticipate risks and customer demands with great precision.**

**Enabling them to move from a reactive to a proactive business. This shift also implies that the divergence between companies who use data to their advantage and those who do not will broaden. Those successful businesses will be able to more effectively price products based on their deeper understanding of risk. While the others will just compete on price, with compressed margins and lower revenues.**

**And don't get me started with the era of mass customization and the impact of social media as people get more and more connected! Maybe that's a topic for the next article.....**



## Cecilia Paolino-Uboldi

*She is a vibrant businesswoman and a remarkable relationship builder, passionate about connecting people and enabling businesses to achieve their goals by optimizing their network of partners and customers. Fluent in Spanish, English, French, Italian, Portuguese, and German. She has built up an enviable network of companies and individuals across industries and organisation types, from start-ups to global corporations, including business leaders, politicians, and royalty*

*With vast experience scaling up businesses from start-ups to FTSE 100 organisations. She serves as advisor in several boards of disrupting start-up businesses and is currently the Director of the International Business Development at Carnival Corporation & plc.*



# Adrian Niculescu™

Digital Transformation Expert | Keynote Speaker  
Fintech Investor | Online and Real Estate Entrepreneur  
Music Producer



## Tokens vs Shares Why the tokenized shares are here to stay

*One of the most interesting trends we see in the crypto world is the tokenization of assets including stocks. I would say that the line between stocks, and coins or tokens became thinner, and thinner so there is a crossroad where they actually meet.*

*My formation is within the venture capital world so I valued equity before anything else. Initially I did see the coins and tokens as a different thing (I am talking about 2017) but lately I see that tokens have started to behave like early stocks with certain liquidity in the trading world.*





Let's consider an early stage startup. If you invest a certain amount purchasing equity, in most cases your stake is illiquid for a number of years. The exceptions are with the crowdfunding platforms having a secondary market for the equity purchases or if you decide to sell what you own in a future financing round.

In the crypto world, all early stage startups issue tokens or even coins if they also develop their own blockchain or post-blockchain infrastructure. You can purchase them as early as they start the sales and exit if you want as soon as they hit the exchanges, and have liquidity which takes weeks or months instead of years. This is a huge advantage, just that you have to keep in mind that the tokens are not regulated (with few exceptions, I am speaking here about the security tokens) and are considered utility digital assets.

This means that in case of trouble there is very little liability for the issuers. Most users are calling themselves investors when purchasing coins, and tokens, but in reality they place funds in assets which are not securities, and carry a lot of risk.

Some exchanges have started to pioneer in the field of tokenization of stocks, which is a trend I am very excited about.

#### What Are Coins?

Coins are also often called altcoins or alternative cryptocurrency coins. They are digital money, created using encryption techniques, that store value over time. It is basically a digital equivalent of money because coins have the same characteristics as money: they are fungible, divisible, acceptable, portable, durable and have limited supply. Most ambitious

crypto enthusiasts insist that coins will replace conventional money in the future. The coins are related to being issues by separate blockchain, they have a public and distributed digital ledger, where all transactions can be seen. In other words, they own their own blockchain.

#### What are Tokens?

Tokens are created on existing blockchains. Everyone has the opportunity to create their own token on a chain, which can stand for different values. These values can include physical things such as cars, real estate or else. They can then be traded with the help of smart contracts.

Tokens are digital assets, issued by the project, which can be used as a method of payment inside the project's ecosystem. It may perform the functions of a digital asset,

represent a company's share or give access to the project's functions.

#### What Are Shares?

A share is a part or portion of a larger amount, named asset, which is divided equally among a number of people. So if an organization with 200 clients wants to invest in products that cost 200 usd, each client receives a share of 1 usd. If the value of these products were to increase, all shareholders would receive dividends. This amount would be added to the value of the individual share.

Shares work similarly to joint-stock companies: a joint-stock company is a business entity in which shares of the company's stock can be bought and sold by shareholders. Each shareholder equally owns company stock, which can be verified by their shares in form of certificates of ownership. Moreover, shareholders are able to transfer their shares to others without any effects to the continued existence of the company.

The original founding members received shares pro rata and can trade them. Anyone who acquires shares there, thus receives the status of a founding member, even if he was previously not one.

Equity is the term for a total ownership stake in the company after the repayment of any debt, while a share or stock describes a single unit of ownership.

What are Dividend Tokens  
Apart from payment tokens, the other token types for an investment contract are in a common affair and stand for the promise of residual income. These tokens are called dividend tokens, and they are the kind of tokens that promises a share in the profit of the organization.

Some organizations share their

profits by distributing dividends to owners of their tokens. Even some blockchains have dividend-like traits.

Similar to shares, token with dividend properties may or may not have a voting right. However, unlike stocks, dividend tokens empower the holder to passive income without necessarily having to exercise ownership of the organization.

A very interesting application is tokens that work like shares is withing decentralized autonomous organizations. The token holders have voting rights, and decide the future of the organization. More, holding the tokens grant access to airdrops for future tokens, early guaranteed participation in token sales, and other perks.

Apart from the speculative aspect of trading, the coins & tokens, like the shares reflect the value of the projects behind. The crypto market is still small, that's why even a single tweet

from a big influencer can move the prices up or down causing ripples which can't be predicted through technical analysis. In moments of high volatility, both sales and buy orders with high leverage are liquidated so the little traders can't win.

While there

are entire companies and industries starting to pay their employees with crypto, it became a need to exist the possibility of buying shares of public listed companies with crypto.

This gave birth to tokenized shares which are equivalents of them on a blockchain fully backed by real shares. This is not yet regulated, but will be as more and more people have access to crypto & the advantages offered by this industry. In the near future we will see I believe everything will have its equivalent on a platform backed by a distributed ledger technology, which may be blockchain or something else.

**Tokenized shares are here to stay and there are very interesting applications in the crypto world, having in mind that the coins, and tokens are more volatile than shares so by tokenizing a lot of shares I believe it will be brought more stability to the entire crypto market.**







**IF OUR GOALS  
ARE ONLY  
MATERIAL, WE  
WILL NOT BE  
SUCCESSFUL**

## prof. dr. Milan Krajnc

An expert in solving the challenges that arise from the interaction of different personality types within a company or organisation.

Trained for personal advising, psychology, marketing, negotiation and lobbying at organisations of any size and scope, from local to national levels.



### WHAT

we do today is not only the result of our work, but above all the result of our ancestors, who gave us potential for development by setting an example.

However, we are too little aware of the importance of examples and tend to see them primarily as a burden rather than examining what we could learn from them.

A very telling example of how children have grown into responsible entrepreneurs and prudent individuals is a family of five in which three children decided to save a family business, and they also decided unanimously to be guided





by very different values, values they saw in their ancestors. The company, which had previously been run as an entrepreneur by an otherwise very successful father, but who later decided to leave politics, went bankrupt due to over-indebtedness and a series of irregularities, saved the family property as much as possible and continued the company's activities.

The father resented them very much and said that they had ruined the family business, but the children were aware that they had to act as they themselves saw fit.

The family business was founded as a result of their father's very hard work. He started this entrepreneurial path at a very young age, because he wanted to become rich as soon as

possible and at the same time ensure a secure future for his children and his high status in society. He wanted to be a good father and an example for his children, because he himself never had his father by his side when he needed him.

His father, also a businessman, kept telling him that he was working so hard for his secure future, while at the same time preventing him from meeting with peers, limiting his conversation... And that was the main motive for our protagonist to decide to become an entrepreneur in the first place - to prove to his father that he himself was capable of success, and above all that his father would ever praise him for his successes. That drove him on again and again.

And so he remained a prisoner of

his childhood all his life - he stayed in the cage he had built because he lived only to seek confirmation of his deeds in the neighborhood, instead of being an entrepreneur and politician, because it was his heart's desire, because that was his mission.

He unknowingly stuffed his family members into that cage and wanted to catch other people in it. Although he worked immeasurably for the welfare of his family, exactly what he feared most happened.

The fear that parents and environment instill deep within us becomes our cage and ultimately our fate, whose captive we remain if we do not outgrow it.

The children decided to live according to their hearts' desires and that their

primary goal would not be to become rich, but to work for pleasure. After all, if a person does what he really likes and puts all his knowledge and energy into work, money is only a consequence.

After all, they are well aware that it has all its limits and that entrepreneurship must not grow beyond their whole life, even if they enjoy it immensely. So they began to talk about the common future of the company and what they had learned

for each of them to achieve their personal goals. And they quickly realized that this was exactly what their father did - the addiction to material goods did not stop until everything burst like an inflated balloon. That is why when they thought about goals, they started from what really fulfills them as personalities, whether they feel comfortable in the place where they live, what kind of life they want, what makes them happy... That is how they got to know themselves.

and Development, and the younger son had not yet seen himself in the company, but decided to take a monthly pension and go abroad to study.

The sister and brother laid a solid foundation for the development of the company, but also placed a clear emphasis on private life, as they did not want to subordinate anything to business. They also passed on the values they lived by to their company.



from their ancestors.

They spoke honestly about what they really wanted in life. Each set their own personal goal. As they crystallized this, they talked about whether they could achieve their personal goals by working in a company or how they had to work to achieve their personal goals.

After a few meetings they realized that if a company sets only material goals, it will never be big enough

The more they got to know their nature, the clearer it became for them what they wanted, and at the same time a clearer picture was drawn of how the company should develop. When they spoke so sincerely and deeply about their heart's desires, they only really felt themselves.

And all three of them were finally reconciled. The oldest boy took over the management of the company and the finances, the sister Marketing

Together they realized that it was not only the final goal that mattered, but that it was crucial for them to find a way to achieve this goal. In the end, the money is just a logical consequence of the work they have done.

***The fear that parents and environment instill deep within us becomes our cage and ultimately our fate, whose prisoner we remain if we do not outgrow it.***



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**FROM 'ME TOO'  
TO 'WHO ELSE?'**



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