

SEPTEMBER 2022

# CORPORATE

INVESTMENT TIMES

ONE WORLD . ONE EDITION

MYRTLE ANNE

FOUNDER & CEO BLOCK TIDES



[WWW.CORPORATEINVESTMENTTIMES.COM](http://WWW.CORPORATEINVESTMENTTIMES.COM)

CORPORATE INVESTMENT TIMES



*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*

DISCLAIMER: This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. All content provided comes directly and unedited from individual authors and may be sponsored. All copyrights to information and images remain to be held by original authors. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, CIT NETWORKS, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2022-2023 CIT NETWORKS. ALL RIGHTS RESERVED.  
Title is protected through a Copyright registered with India Patent and India Copyright Act

*Rima M.*



2022

SEPTEMBER

SEPTEMBER 2022: FORWARD

#NFT, #GAME, #PLAYTOEARN, #NFTMARKETPLACE, AND #BLOCKCHAINTECHNOLOGY

Block Tides is a "One-stop" Award-Winning PR Firm Marketing, Growth Hacking, Sales, Social Media Management, Giving opportunities to people, Media Distribution Services, Investor Relations, Public Relations, Community Management) in Blockchain, Technology, DeFi, NFT, Metaverse, AI, IoT, Gamefi, and emerging technologies.

We have worked with The Face Magazine Vietnam, the #1 TV show in Vietnam Talkshow (Blockchain Innovation Tour) We are a team of well-experienced marketers and PR heavily involved in Blockchain Technology, Cryptocurrency, NFT, Metaverse & Defi. Conducted over 100+ successful Fintech and Blockchain summits in Asia, Worked for more than 500 Blockchain, Tech & Defi companies and projects both local and international, and raised more than \$50m+

Our team is a golden bridge towards expanding the project globally in no time with our strategic partnership between Asia Token Fund, Block Asia Labs, and our quality connections.

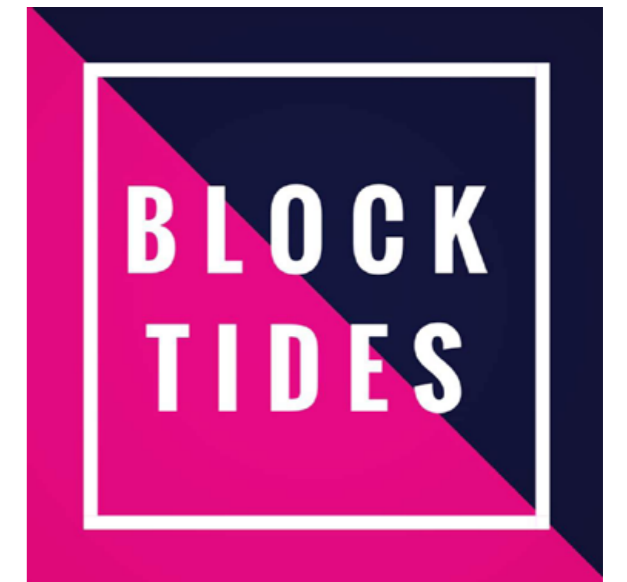
# MYRTLE ANNE

FOUNDER & CEO BLOCK TIDES, CO-FOUNDER & CEO PLACEWAR ENTREPRENEUR, WOMEN IN BLOCKCHAIN, SALES & TECH SPEAKER, DIGITAL SORCERESS, COMMUNITY WIZARD, MODERATOR, EVENTS, GAMEFI, NFT, METAVVERSE, ADVISOR, INVESTOR



## BLOCK TIDES

# A FOUNDATION FOR COMPANIES LOOKING TO BREAK INTO THE METAVVERSE





Block Tides have many benefits for numerous businesses and revamp their operations to cause disruption, utilizing the most recent technology instruments to measure or alter, providing services, and assisting the company to grow.

Block Tides have helped new projects enter the Metaverse. From marketing, growth hacking, content creation, fundraising, events, partnerships, and everything in Web3. Projects handled by Block Tides had the chance to be part

of the successful events organized by Block Tides and its partners.

NFT Metaverse GameFi 2022: the first-ever largest NFT Metaverse Gamefi event in Southeast Asia organized and powered by AC Capital, CoinVoice, Asia Token Fund & Block Tides. The event was a big success with over 1,200 attendees, 3,000 Whitelist registrations, more than 100 companies and communities, 3,600 solid viewers on Binance Live, 3-panel sessions covered NFT Metaverse and

GameFi topics, 30+ key speakers, and 1 MILLION organic reach!

During the event, projects managed by Block Tides had the opportunity to highlight their projects through stand-up banners and cosplay presentations. The event also got featured in notable online newspapers, websites, and Philippine National TV.

Another successful event they have participated in is the Metaverse Week; Web3 Con on August 20-28, 2022, in Zouk, Singapore. This 6-day event provided the future of the WEB3 experience by sharing information about the innovations of technologies toward greater security and accessibility of notable speakers. Organizers included exhibits of projects as part of the event. Each sponsor and partner had booths to display their projects and have the attendees try their games or services.

The event had over 1,000 attendees and 500+ media coverage, venture capital, and investors. Block Tides and the other organizers were glad to know that most of the projects had the chance to talk with target investors.

Through these events, Block Tides have helped start-up projects create their image in the crypto industry not only to become known in the Metaverse but as well as to attract investors. Block Tides also helped them to target projects to be partnered with since Block Tides believes that crypto companies and projects help hand in hand for the benefit of the whole and to reach their common goal which is to succeed.

Soon, Block Tides will be organizing new events that will unlock the Web3 space and how Blockchain will benefit from these changes in technologies and systems.

Block Tides under the leg of Asia Token Fund, our founder Myrtle is heavily connected with all Blockchain and mainstream and partnered with the top-notch Blockchain, Tech, Fintech & Crypto events, and companies globally. This is one of the reasons why Block Tides have tons of invitations and offers.

And despite the success of Block Tides, our founder never forgot to give back to the community the opportunities that Block Tides have been receiving since the beginning. She helped many social issues by donating and helping, using her event to donate to those who are in need. Like Typhoons, Earthquakes, Volcanic Eruptions, etc. And she raised plenty of donations and provided help during the COVID-19 Pandemic through her Block Tides Live Series.

1.5M organic reach on Block Tides, from 30,000 monthly viewers, last year now is 500,000 for Asia Token Fund News alone. Asia Token Fund's best crypto media for UCIM, Asia Token Fund Nominated as Best Crypto Media in SEA, Won the Top Influencer and Best Crypto.

The Founder of Block Tides won the Krypton Events Gurus Awards as The Best Crypto



**Results and Recognitions**

Partnered with NET25 (Mainstream media in the Philippines) that broadcasted Block Tides on their news page and website Blockchain 2020 Kick-Off Summit with 100k viewers. Acquired 1M database of investors, blockchain and tech enthusiasts, VCs, etc for email campaign purposes.

Journalist for 2019. Featured in different Universities empowering Youth and Women (University of the Philippines, PUP, and many more.

**Recognitions and Connections**

- Nominated for Crypto Media Asia and Women In Blockchain by CryptoAwards2022 by Finexpo

- Top Twitter Influencer to follow by
- Top 1 both Crypto Media Asia and Women In Blockchain for CryptoAwards 2021 by Blockchain Fest Cyprus
- Nominated Stevie International Awards 2021 for Best PR & Media for Block Tides
- Top 50 WomenTech Community Award 2021.
- Top 100 for Wirex Rising Women in Crypto Power List
- Nominated for WeAreCity's Rising Stars Global Awards 2021
- Best PR of 2020 by Pitchdeck Asia
- Top 1 Crypto Journalist 2019, Gurus Awards

**Our Stellar Services**

Everything about PR and Marketing is all about magic

**Digital and Social Media Management**

Our social media management services save brands more time while generating results.

Our work shows that our company knows how to optimize your social media channels to satisfy your marketing objectives.

**Influencer Marketing**

If you're looking for a way to seize the attention of your ideal audience, you should look no further than someone who already has their ear. Influencer marketing is leveraging the reach of an existing influencer who has built a large following and strong brand reputation in a particular niche to support your brand, endorse your product, or co-create content, with the intent to increase brand awareness and drive sales.

**Public relations & Brand Messaging**

We are here for you for the blockchain PR – from the challenges you might face to the KPIs that help

you measure your campaign's success.

**Content Marketing**

Our awesome content marketing services will help startups and companies increase website traffic from your online marketing channels. It will help you take people from other online channels to your website. These online marketing channels may be social media, search engines, or your email marketing efforts.

**Media Distribution**

From creating awareness about your brand to reaching a wider audience, a press release can never prove you wrong. Your story needs to distribute effectively, only then your business will get a sure boost to the moon.

**Community Management**

Your community consists of your current customers, target audiences, and all the people who interact with your brand directly and indirectly online. Real personality and community behind real interactions.

**Events**

We offer engaging, magical, fun, holistic, and sophisticated management where we manage every element of your event, from planning and venue sourcing to preparation and the event itself.

**Live Series AMA**

Want to feature your project? We have an organic reach, 1.5M views, and a large audience.

**Investor Relations**

We've successfully raised \$50m for more than 100+ Blockchain and Technology start-up

#NFT, #GAME, #PLAYTOEARN, #NFTMARKETPLACE, AND #BLOCKCHaintechnology

companies. Our investor relations team leverages both traditional communication and social media strategies, as well as strong financial and media relationships to create new avenues for public companies to communicate their investment stories, define their value propositions, and secure new opportunities.

**Web design & Search Engine Services**

All companies need effective websites to get the most success from social media advertising. So we build top-quality websites that will keep your visitors from UX and UI drives our web building process.

Get found on search engines like Google, Bing, and Amazon for relevant searches with our SEO services. More clicks, leads, and sales through higher rankings.

**Whitepaper**

Our founder is one of the partners of EC Council and used her connections to bridge top-notch whitepaper content writers and incorporate it with our professional white paper writing service to boost your credibility, position yourself as a thought leader, and boost lead generation.

**App Development**

Our app development services cover end-to-end development of mobile apps, blockchain integration, and tokenization from business analysis and UI/UX design to mobile application testing and deployment or online market publication.

Educating the masses exploring the world of Blockchain Technology, Metaverse & Web 3

Continuous innovation allowed the metaverse to develop and cater to the demands of various users, gamers, creators, thus attracting more developers, investors, and users to the space. Filipinos are among those who display a keen interest in cryptocurrency. Although the technology is somewhat new to the Philippines, it didn't take long before local individuals and organizations joined the bandwagon.

Among other platforms Block Tides, an award-winning blockchain, crypto, defi, NFT, IoT, AI, and metaverse PR firm. Founded by Myrtle Anne Ramos, Block Tides started in 2017 during its first inception.

"Block Tides is focused on growth hacking, sales, social media management, media distribution services, and public relations. We want to help educate a lot of people, at the same time, check the opportunities in the world of Web3," Myrtle Anne Ramos

Global Advisory Board of the International Council of E-Commerce along with being recognized by the endorsements of the US Federal Government, US Army, National Security Agency and the Committee on National Security Systems, the FBI, Microsoft, IBM, and the United Nations. EC-Council Advisory Board of CBP comprises well-known industry experts and top blockchain professionals from global brands across a diverse range of industries.

Myrtle Anne Ramos is a Brand and Marketing Strategist who partners with CEOs, executives, and solopreneurs to grow their personal and professional brands, human-to-human. After spending nearly a decade working in tech, PR, and marketing for multimillion-dollar brands and startups, Myrtle knows what drives conversions, sold-out launches, and Global interviews.

Conducted over 60+ successful Fintech and blockchain summits in Asia, Myrtle helped more than 200 blockchain projects for PR, Marketing, Social Media Management, and Investor Relations, and raised more than \$50m+ both local and international. Our team is a golden bridge towards expanding the project globally in no time with our strategic partnership between Asia Token Fund and Block PR Asia.

Block Tides under the leg of Asia Token Fund, Myrtle is heavily connected with all Blockchain and mainstream media and is partnered with the top-notch Blockchain, Tech, Fintech & Crypto events, and companies globally.

Myrtle Anne Ramos is the founder of the Award Winning Blockchain, Crypto, Defi, NFT, IoT, AI, and Metaverse PR Firm Block Tides (Marketing, Growth Hacking, Sales, Social Media Management, Giving opportunities to people, Media Distribution

Services, Investor Relations, Public Relations) Official Influencer of CoinMarketCap. A scholar graduate of Draper University for Blockchain & Entrepreneurship powered by Tezos. She is currently an advisor for many Blockchain and Tech companies, and now leading as the Co-Founder of a gamified and open Internet culture metaverse, PlaceWar.

The GameFi sector is young and booming, and this is very exciting for many people. The financial components of GameFi include on-chain leasing solutions, fractionalization, staking, game non-fungible tokens (NFT) dedicated marketplaces, layer 2 solutions for blockchain games and others. GameFi is a brand-new sector with lots of rules and standards yet to be set.

PlaceWar also encourages a safe and comfortable space for gamers, where they can choose their gameplay style according to their preference.



BLOCK  
TIDES

BLOCKCHAIN | PUBLIC RELATIONS | EVENTS | LIVE SERIES | MARKETING |  
SMM | OUTSOURCING | GROWTH HACKING | MEDIA DISTRIBUTION

Some players can even build an army to attack other players and take their resources.

We want to create opportunities for everyone to learn and utilize the Metaverse, and what this great technology can offer, we have developers from Mega Game Studio, who previously created such popular games as Last Descendant of Dragon,

Glory Battlefield, and Glory Battlefield - Middle Ages, to produce a new NFT game titled PlaceWar.

PlaceWar, according to the Block Tides founder, was designed to create a gamified and open-internet metaverse.

Most games take from three to five years to complete, where as a mobile game can be developed in months.

It mainly depends on the scope (number of features, levels, and art assets) and technical sophistication of the game, and the size, talent and stability of the team.



More than 70% of people play video games globally, becoming a gamer can seem to have strong competition and it's not easy to design a gaming app especially in #GameFi which involves token economy.

**Following are the stages you require for game development:**

- Design
- Art
- Code
- Audio
- Polish
- Market

The length of development is influenced by genre, scale, development platform and number of assets.

We need people who genuinely supports and believes in our vision at PlaceWar building and adding value to the ecosystem in #GameFi.

# NFTS & METAVVERSE, THE NEW REALITY



Founder & CEO of EIY SYS and Director in Revinfotech with approx 2 decades of affluent experience in Blockchain, ICO,IEO,IDO,IFO, INO, IGO , Digital Marketing, Fintech, and Growth Hacking. An engineer by training and an entrepreneur by profession, his leadership, experience, and connections make him a smart advisor. He has spent many years investing and working on several blockchain ventures.

It's his dedication and hard work that adds to his ranking among the ICO Bench's top Blockchain advisors/consultants. His outstanding entrepreneurial skills and commercial acumen with innovation and motivation make him an influencer. He is an extremely self-motivated individual, always looking to continue his growth of knowledge and talents in all aspects of a business. Always up for real-time challenges, his motivation comes from overcoming obstacles to reach his goals. He constantly nurtures and develops ideas to give a new shape to blockchain technology.

### Founder of EIY SYS Pvt. Ltd

EIYSYS has been assisting people and businesses with innovative solutions based on

# LALIT BANSAL

FOUNDER & CEO OF EIY SYS PVT. LTD, DIRECTOR OF REVINFOTECH INC.

TOP BLOCKCHAIN ADVISOR, PUBLIC SPEAKER

real-world needs. From its inception till now, we are the most trusted blockchain development company to assist startups and enterprises with their diverse needs. We are on a mission to promote blockchain technology and offer sustainable solutions to our clients. We emphasize doing the best we can and never settling for less.

<https://eiysys.com/>

### Director of Revinfotech Inc

Besides being the founder of the EIYSYS, he is

also the director of Revinfotech. Revinfotech has completed 15+ years of serving the world's leading CSPs. Revinfotech professionals have always strived for excellence and are committed to meet the business goals of the clients. We do not just assist our clients during the project but also provide them with aftercare services.

<https://www.revinfotech.com/>

### Advisor to blockchain projects (Development, Marketing, Growth hacking \$ public speaker)





It's been 7+ years since we have been assisting clients across the globe with the blockchain and other innovative solutions. The rising cyber crimes and security issues led to the development of blockchain technology. The popularity of the blockchain at present is known to every single person out there. But not many people and businesses are familiar with how they work and what the major problems are solved by them. In simple terms, a blockchain is a chain of blocks containing some sort of information. The technique originated in 1991 and was believed to timestamp digital documents. It was in 2009 when people started using the blockchain when it was first used by Satoshi Nakamoto to create a cryptocurrency named bitcoin.

During the initial times, the blockchain was only confined to bitcoin. Whenever there was a buzz regarding blockchain technology, people

immediately related it to bitcoin due to its widespread popularity. But as time went by, blockchain grew further and gave rise to many new cryptocurrencies.

In addition to Bitcoin, NFTs are also growing popular. NFT is a kind of digital token to confirm your authority over the digital artwork which one has purchased via the internet. Before the advent of NFTs, people hardly recognized digital artists.

The digital artists had no value and their work was also not recognized at all. It seemed like a dream to them but then NFTs came and turned their dream into a reality. One major distinction between the other cryptographic assets and NFTs is that NFTs cannot be exchanged or traded.

The people having the NFTs can easily buy digital artwork, music, or games. Not only this, but when

you buy NFT, you also get a certification that the particular artwork belongs to you. On average, around \$174 Billion has been already spent on the NFT. Like the blockchain, NFTs contain tons of useful information in them. The market and demand standards of the NFTs determine the actual value of the NFTs.

Some popular examples of NFTs include domain names, memes, digital artwork, games, essays, and sports highlights. Jack Dorsey, the co-founder of Twitter, sold his first tweet as an NFT for around \$2.9 Million. The people interested in buying the NFTs need to

have a digital wallet for storing the NFTs and the cryptocurrencies which NFT providers accept. Some renowned marketplaces for buying NFTs are Open sea, rarible, and Foundation. But buying NFTs poses greater risks for the people. The NFTs are indivisible by nature which means that

the buyer either has to make the full payment or not pay at all. The buyers should never miss out on watching the seller verification mark present on the NFTs. The NFTs containing the seller verification mark confirm that the seller is genuine.

Besides the seller's verification mark, the buyers should also go through the seller's profile to ensure whether the NFT is worth its price or not. Have a look at what NFTs were sold in the past and what their price was. NFTs are a great medium for

artists to generate a significant amount of income by providing their artworks. Dolce and Gabbana established a record of \$6 Million by selling their NFTs collection of nine items.

Another great trend hovering in blockchain development is the metaverse. The metaverse is a virtual world in which people live, work, shop, and interact with others from the comfort of their homes. It is no less than the evolution of the internet. Some of the popular forms of metaverse include gaming, online communities, and business meetings where people collaborate with a digital



avatar of themselves.

The concept of the metaverse is not something new and was described in a 1992 novel titled- Snow Crash. Here, with the help of digital currency, people can easily shop for clothes, weapons or protect themselves in video games. Not only this, but the metaverse also gives traveling experience to people.

Metaverse is on the verge of providing users with unforgettable digital experiences that they cannot

even imagine. It would not be wrong to assert that metaverse is a 3D model of the internet. The metaverse can act as a major player in the growth of the digital economy. Many people and businesses consider the metaverse to be the future of entertainment, fashion, gaming and partying but it will be best used for education purposes. Compared to the education methods today, 3D-based education will be more effective for students.

One major worry in people's minds is concerning the safety standards in the metaverse. Not many people are sure whether it is safe or not. Some of the experts also claim the metaverse to be the ultimate surveillance tool. As people get immersed in the technology, metaverse will collect data on plenty of movements and figure out what happens if you get harassed on a virtual platform.

It is predicted that many people will be living in the metaverse by 2030 but the reality is that there is lots of work that needs to be done. Living in the metaverse will require that people be allowed to take virtual items from one platform to another. Consequently, the real metaverse world is quite far.

Besides the NFTs and metaverse, gamification is also emerging as a path-breaking trend. With over 3 billion players worldwide, the gaming industry is itself a giant market. It is none other than the pandemic which gave a push to gamification. It came in 2022 but did not acquire attention till 2010. Gamification started to rise when app developers began incorporating its principles into their applications.

In simple words, gamification refers to the layers of game-like features on a platform when combined with blockchain technology. Multiple

industries are making use of gamification to engage their users better and improve their marketing activities. Customers tend to engage better with new rules, risks, and reward systems. With the help of blockchain technologies, businesses can design and follow the rules to create reward mechanisms for customers. Blockchain gamification can play a significant role in different kinds of businesses. Utilizing gamification with blockchain can open the path for the developers to make better use of the platforms and pushes the technology further.

Gamification is no longer confined to merely games but also to the workplace and real place. Businesses should emphasize using the combination of blockchain and gamification to transform their business and broaden their horizons. Blockchain can easily lay the foundation of gamification elements by creating a secure and functional method. The gamification will lead the industry on the most exciting track. Gamification always promises excitement be it via games like cryptokitties, Pokemon, or anything else.

Lastly, it would not be wrong to say that NFTs, Metaverse and gamification are all the popular trends of blockchain technology and have a solid future for the organizations and businesses in the times to come. We at EIY SYS & RevInfotech enjoy building robust solutions for our customers and helping them meet their needs.

# INSPIRE SOMEONE



INSPIRE GENERATIONS

# CORPORATE INVESTMENT TIMES

# DUBAI-UAE

## WELL POSITIONED WITH IT'S ECONOMY IN TODAY'S TIMES



### CEO @ LADY ELIZABETH KELLY & CO. DUBAI, UNITED ARAB EMIRATES

Dubai is the top business gateway for the Middle East and Africa. Dubai is the second wealthiest emirate in the UAE, after Abu Dhabi, which is the financial capital state of UAE. The International Herald Tribune has described it as "centrally-planned free-market capitalism." Since mid-2021 Dubai economy has been growing at the rate of about 6.3%. Overall economic growth is likely to stay at more than 5% for the remainder of year 2022-23.

In order to give a boost to Dubai's property some industry-specific free zones has been set up by the government in the city. Dubai Outsourcing Zone has also been set up for the companies which are involved in outsourcing activities so that they can set up their offices with concessions provided by Dubai Government.



# LADY ELIZABETH KELLY

As per the guidelines issued by the Dubai's Department of Economic Development on June 3, 2021 it is no longer compulsory for foreign investors to have Emirati partners or specify a quota ratio for them, it means that foreigners are now allowed full ownership of businesses in Dubai, this will further speed up the country's economic recovery.

Contrary to popular belief, Dubai does not have an oil-based economy. Unlike Abu Dhabi which possesses over 90 percent of the UAE's oil and gas reserves Dubai is a post-oil state. After peaking at 410,000 barrels per day in 1991, its oil production fell sharply. The little oil wealth it did enjoy between the 1960s and the 1990s was used to enhance other sectors of its economy by building physical infrastructure. As a result, Dubai became an early proponent of economic diversification, especially of construction and real estate.

Oil production, which once accounted for 50% of Dubai's gross domestic product, contributes less than 1% today. Most of Dubai's GDP (over 95%) is non-oil-based like tourism contributes to 20% of the GDP. UAE's non-oil trade over last 10 years is about 16.14 trillion Dirhams (4.4 trillion US dollars). Trade remains at the core of Dubai's economy, with the city operating two of the world's largest ports and a busy international air cargo hub.

Dubai has evolved from a regional trade hub into an aspirant global city. Dubai's economy is well positioned to move successfully into the next phase of its economic cycle.

Following are the some primary reasons to make investments and start businesses in Dubai:

Dubai's fastest growing economy is also a

fundamental reason to invest in its economy. Another significant advantage of purchasing property in Dubai is that it benefits tremendously from its thriving economy. Being a strategic crossroads between East and West, Dubai acts as a critical regional centre for enterprises looking to develop in either or both directions.

International investment in Dubai draws more diversity and a stable economy, with money earned from tourism to trade. The government's endeavour to promote Dubai as the heartbeat of



industry and trade in the MENA region has resulted in significant improvements and exceptional capital growth. Dubai has become the leading economic hub in the Middle East, whether through Free Zones or Expo 2020.

Investors in Dubai are free from taxes when buying

house investments because the emirate has no yearly property tax, income tax, or capital gains tax, making it the ideal city to invest in real estate. After purchasing a property, owners will pay no extra or recurring taxes in the future, simply the one-time property transaction and registration costs. This makes houses in Dubai extremely reasonable and, more importantly, profitable compared to other big cities enriched with periodic taxes. Although the corporation tax will be implemented, the real estate market has remained untouched.

Dubai's great infrastructure is one of the most crucial reason to invest in its real estate business. Dubai is one amongst the places with high level of living standard.

Dubai is home to some of the

world's largest, tallest, and swankiest structures, including the Burj Khalifa and the most beautiful artificial island. In terms of international passenger volume, Dubai International Airport claimed to be one of the busiest in the world. Jabel Ali Port is the world's largest artificial port for seaports. These are compelling reasons for any investor to consider investing in Dubai.

UAE has introduced many visa incentives for real estate investors. One may now qualify for a 2 year resident visa with as little as AED 1 million in investment, you may now qualify for a 2-year resident visa in Dubai. UAE has started issuing 'golden visas, which are 10-year renewable visas to business people who have made a cumulative investment of AED 2 Million. A recently approved rule allows international employees to bring their families to Dubai and sponsor their visas. In addition, the UAE provides visa-free entrance to over 60 countries and many visa-on-arrival programmes for the remaining nations.

The UAE government has always supported an innovative approach to business, which has increased the value proposition of Dubai to investors. Implementing investor-friendly





regulations such as five-year retirement visas, long-term visas for investors, and 100% foreign ownership of most businesses have consistently increased trust among foreign investors.

GDP of UAE jumped from \$407 billion in 2021 to \$440 billion in 2022 and likely to go upto \$467 billion next year. And per capita GDP has expanded from \$43,868 last year to \$46,665 this year and will be \$48,822 in 2023. The UAE has not imposed sanctions on Russia, which has made it an attractive business and leisure base for Russians who can no longer access Europe and the US. We expect international oil prices to stay high, averaging more than US\$100/barrel in 2022 23, and oil production and exports are expected to increase sharply in 2022 23 as OPEC+ quota restrictions are lifted and the UAE continues to invest heavily in increasing capacity.

However, the business setup in Dubai is a complex decision as the investors need to analyze the different jurisdictions of company formation like

the Dubai mainland and offshore jurisdictions. Each of these modes of business setup is governed by different regulations as the mainland LLC requires a UAE local as a partner and the free zones pose various restrictions. The task is a complex procedure or rather a strategic decision and requires expert advice and guidance from business setup consultants in Dubai, UAE. The Lady Elizabeth Kelly & Co. is one of the best business consultants which provides one-stop solution for a plethora of business setup services in Dubai including company formation, VAT Consultancy, accounting services, PRO services, assistance with the banks and other value-added services. Our company provides services the following business establishments:

The UAE's oil and gas companies are among the most prominent industry stakeholders in the world, and the country appears to be aiming to become a major business hub with a more dynamic and diverse economy.

We at Lady Elizabeth Kelly & Co. provide a supply chain model for both oil and gas to communicate, in simple terms, how the industry works from resource identification to end-user. Our model provides a simple system in order to provide the best services possible to our valued customers who rely on this energy.

Manufacturing unit is a vital pillar of growth and a generator of trade and commerce, to economic development. Establishing an industrial manufacturing unit can be a daunting task. Lady Elizabeth Kelly & Co. provides you with all the necessary implements to set up your dream. We assist you in selecting an appropriate location based on the unique requirements, apprise you of all the requisite authorizations and permissions for setting up the unit, guiding you through the process step by step, assisting you to garner resources for the unit's construction, installing machinery, completing indoor and outdoor construction work, and assisting you in using local manpower to run your unit. We also provide guidelines on how to use locally produced renewable energy, a clean water supply, and garbage disposal for your unit. We will also assist you in reaching out directly to retailers in order to market and sell your products.

Housing is one of the most fundamental human needs, owning a spacious house is everyone's desire, and we are here to help you make the dream of millions come true. Our company will provide you expert advice on strategic locations for setting up housing units and gated communities, will guide you through every process involved, all authorizations needed and all permissions required. We will also help you to acquire the best resources for construction and finishing the premises and finally, help you in marketing the same.

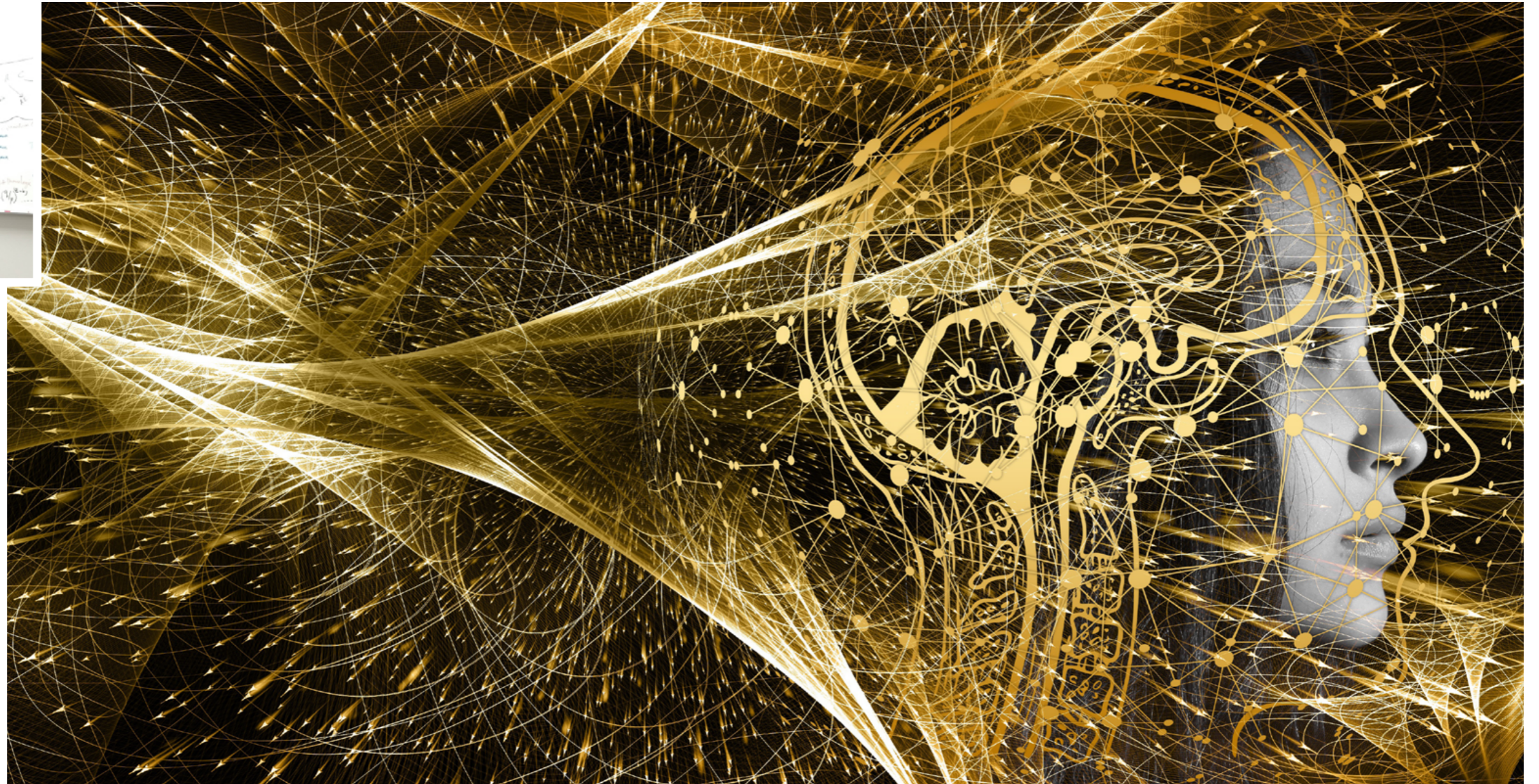
Food demand is increasing at the same time as the supply side is constrained by land and farming inputs. The world's population is on course to reach 9.7 billion by 2050, mandating a 70% increase in calories available for consumption. Machine advancements have increased the scale, speed, and productivity of farm equipment, allowing for more efficient cultivation of more areas. Lady Elizabeth Kelly & Co. is here to assist you in implementing cutting-edge technology in your enterprise, whether it be agriculture, horticulture, or aquaculture. We strive to ensure that your project yields the highest possible output, with the most effective use of clean energy and appropriate manpower, and consequently offer you the biggest possible profit for your investment. We assist you in gaining access to all of the greatest resources available in the UAE to make your project eco-friendly, as well as in marketing your items to retailers and consumers through newspapers and social media.

When new technology gets entrenched in our culture, it also promotes new consumer habits, and these new behaviours represent possible new markets. When a new technology becomes available, companies may modify elements of their company such as value chains and processes, but also whole business models and the market itself.

**We Lady Elizabeth Kelly & Co., place an emphasis on the ability to assess technological requirements, particularly as they pertain to attaining maximum efficiency and production. This management technology evaluation is characterised by a number of concepts, i.e assessment strategy; Technology Strategy, Technology Forecasting, Technology Road-mapping, Technology Portfolios.**

# AHMED BANAFSA

NO.1 TECH VOICE TO FOLLOW & INFLUENCER ON  
LINKEDIN, AWARD WINNING AUTHOR  
EXPERT: IOT-BLOCKCHAIN-CYBERSECURITY SPEAKER



To understand AI's capabilities and abilities we need to recognize the different components and subsets of AI. Terms like Neural Networks, Machine Learning (ML), and Deep Learning, need to be define and explained.

IN general, Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem-solving.

## ARE WE BEING KEPT IN THE DARK ABOUT THE INTELLECTUAL ABILITIES OF ARTIFICIAL INTELLIGENCE?

### Neural networks

In information technology, a neural network is a system of programs and data structures that approximates the operation of the human brain. A neural network usually involves a large number of processors operating in parallel, each with its own small sphere of knowledge and access to data in its local memory.

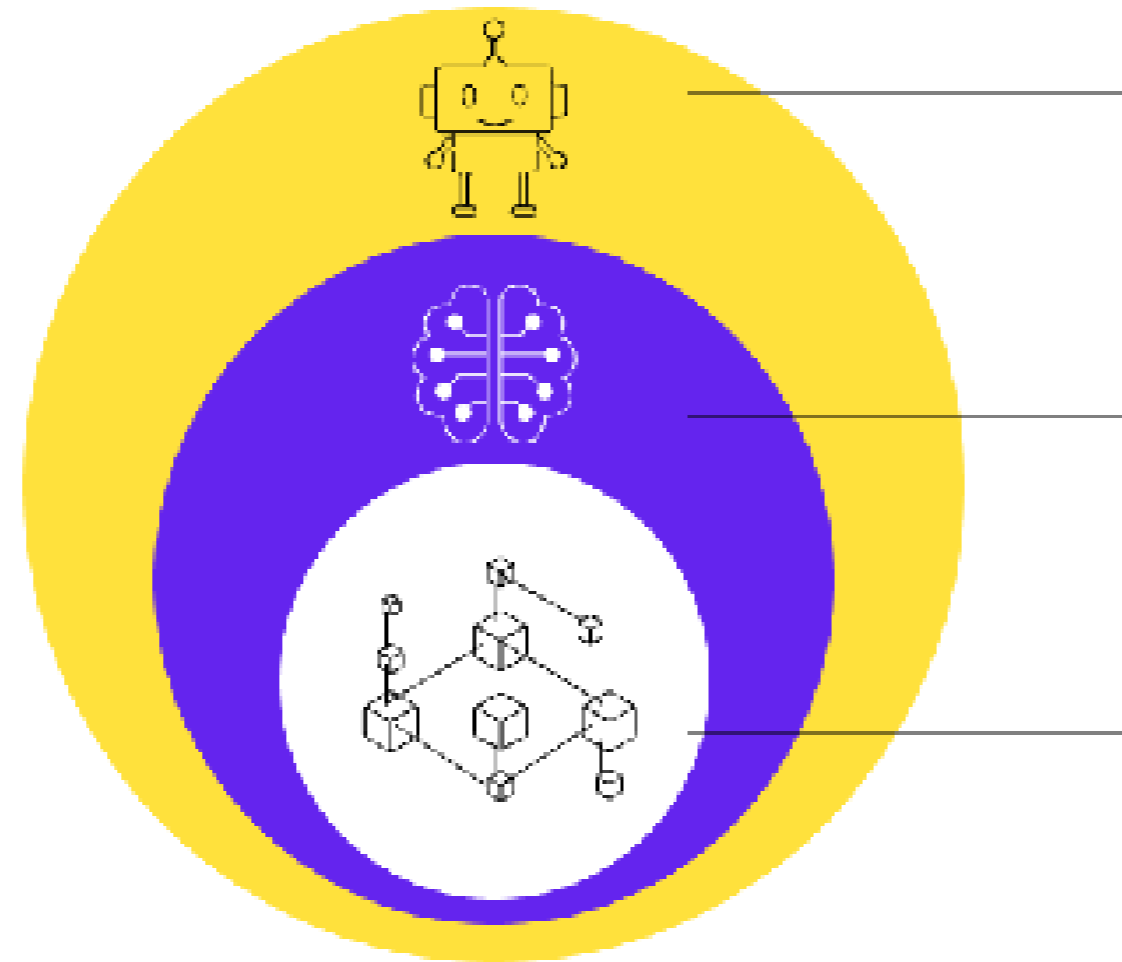
Typically, a neural network is initially "trained" or fed large amounts of data and rules about data relationships (for example, "A grandfather is older than a person's father"). A program can then tell the network how to behave in response to an external stimulus (for example, to input from a computer user who is interacting with the network) or can initiate activity on its own (within the limits of its access to the external world).

### Deep learning vs. machine learning

To understand what Deep Learning is, it's first important to distinguish it from other disciplines within the field of AI.

One outgrowth of AI was Machine Learning, in which the computer extracts knowledge through supervised experience. This typically involved a human operator helping the machine learn by giving it hundreds or thousands of training examples, and manually correcting its mistakes.

While machine learning has become dominant within the field of AI, it does have its problems. For one thing, it's massively time consuming. For another, it's still not a true measure of machine intelligence since it relies on human ingenuity to come up with the abstractions that allow a computer to learn.



### Artificial Intelligence

Computers that can imitate human intellect and behavior.

### Machine Learning

Statistical algorithms that enable AI implementation through data.

### Deep Learning

Subset of machine learning which follows neural networking.

### The Difference Between AI vs ML vs DL - Source: The Difference Between AI vs ML vs DL - Source: Mentalstack

Unlike machine learning, deep learning is mostly unsupervised. It involves, for example, creating large-scale neural nets that allow the computer to learn and "think" by itself – without the need for direct human intervention.

Deep learning "really doesn't look like a computer program" where ordinary computer code is written in very strict logical steps, but what you'll see in deep learning is something different; you don't have a lot of instructions that say: 'If one thing is true do this other thing.'"

Instead of linear logic, deep learning is based on theories of how the human brain works. The program is made of tangled layers of interconnected nodes. It learns by rearranging connections between nodes after each new experience.

Deep learning has shown potential as the basis for software that could work out the emotions or events described in text (even if they aren't explicitly referenced), recognize objects in photos, and make sophisticated predictions about people's likely future behavior. Example of deep learning in action is voice recognition like Google Now and Apple's Siri.

Deep Learning is showing a great deal of promise – and it will make self-driving cars and robotic butlers a real possibility. The ability to analyze massive data sets and use deep learning in computer systems that can adapt to experience, rather than depending on a human programmer, will lead to breakthroughs. These range from drug discovery to the development of new materials to robots with a greater awareness of the world around them.

### Deep Learning and Affective Computing

Affective computing is the study and development of systems and devices that can recognize, interpret, process, and simulate human affects. It is an interdisciplinary field spanning computer science (Deep Learning), psychology, and cognitive science. While the origins of the field may be traced as far back as to early philosophical inquiries into emotion ("affect" is, basically, a synonym for "emotion."), the more modern branch of computer science originated with Rosalind Picard's 1995 paper on affective computing.

A motivation for the research is the ability to simulate empathy. The machine should interpret the emotional state of humans and adapt its behavior to them, giving an appropriate response for those emotions.

Affective computing technologies using deep learning sense the emotional state of a user (via sensors, microphone, cameras and/or software logic) and respond by performing specific, predefined product/service features, such as changing a quiz or recommending a set of videos

to fit the mood of the learner.

The more computers we have in our lives the more we're going to want them to behave politely, and be socially smart. We don't want it to bother us with unimportant information. That kind of common-sense reasoning requires an understanding of the person's emotional state.

One way to look at affective computing is human-computer interaction in which a device has the ability to detect and appropriately respond to its user's emotions and other stimuli. A computing device with this capacity could gather cues to user emotion from a variety of sources.

Facial expressions, posture, gestures, speech, the force or rhythm of key strokes and the temperature changes of the hand on a mouse can all signify changes in the user's emotional state, and these can all be detected and interpreted by a computer. A built-in camera captures images of the user and algorithms are used to process the data to yield meaningful information. Speech recognition and gesture recognition are among

the other technologies being explored for affective computing applications.

Recognizing emotional information requires the extraction of meaningful patterns from the gathered data. This is done using deep learning techniques that process different modalities, such as speech recognition, natural language processing, or facial expression detection.

### Emotion in Machines

A major area in affective computing is the design of computational devices proposed to exhibit either innate emotional capabilities or that are capable of convincingly simulating emotions.

A more practical approach, based on current technological capabilities, is the simulation of emotions in conversational agents in order to enrich and facilitate interactivity between human and machine. While human emotions are often associated with surges in hormones and other neuropeptides, emotions in machines might be associated with abstract states associated with progress (or lack of progress) in autonomous learning systems in this view, affective emotional

states correspond to time-derivatives in the learning curve of an arbitrary learning system.

Two major categories describing emotions in machines: Emotional speech and Facial affect detection.

Emotional speech includes:

- Deep Learning
- Databases
- Speech Descriptors

Facial affect detection includes:

- Body gesture
- Physiological monitoring

### The Future

Affective computing using deep learning tries to address one of the major drawbacks of online learning versus in-classroom learning – the teacher's capability to immediately adapt the pedagogical situation to the emotional state of the student in the classroom. In e-learning







applications, affective computing using deep learning can be used to adjust the presentation style of a computerized tutor when a learner is bored, interested, frustrated, or pleased. Psychological health services, i.e. counseling, benefit from affective computing applications when determining a client's emotional state.

Robotic systems capable of processing affective information exhibit higher flexibility while one works in uncertain or complex environments. Companion devices, such as digital pets, use affective computing with deep learning abilities to enhance realism and provide a higher degree of autonomy.

Other potential applications are centered around Social Monitoring. For example, a car can monitor the emotion of all occupants and engage in

additional safety measures, such as alerting other vehicles if it detects the driver to be angry. Affective computing with deep learning at the core has potential applications in human computer interaction, such as affective mirrors allowing the user to see how he or she performs; emotion monitoring agents sending a warning before one sends an angry email; or even music players selecting tracks based on mood.

Companies would then be able to use affective computing to infer whether their products will or will not be well received by the respective market. There are endless applications for affective computing with deep learning in all aspects of life.

**A WORD IS A WORD...  
AND A PICTURE WORTH A THOUSAND  
BUT YOUR BRAND IS WORTH A MILLION**



**INSPIRE GENERATIONS**

**CORPORATE INVESTMENT TIMES**



THE GLOBAL COMMUNITY MAGAZINE

There is a growing interest in blockchain technology, and for good reason. The potential to change how business is conducted around the world is immense. However, one of the key challenges facing blockchain companies is getting investment from established investors.

This will explore Fundraise Capital Advisory Service (FCAS) as a tool that can help bridge the gap between blockchain companies and investors. We'll also take a look at some of the benefits of using FCAS to assess a company's potential.

# FCAS BRIDGING THE GAP BETWEEN BLOCKCHAIN COMPANIES AND INVESTORS

ADVISOR / IEO, ICO, STO, IDO FUNDRAISING CEO / VENTURE CAPITAL /  
INDEPENDENT ADVISOR FOR INITIAL EXCHANGE LISTING  
CEO OF FUNDRAISE CAPITAL FCAS UG, GERMANY AND THE CEO OF ADAX

# TIMO TRIPPLER

1. The concept of blockchain and its potential uses A blockchain is a decentralized, distributed database that securely records transactions.

Each transaction is verified by multiple computers on the network, and then added to the chain of previous transactions, forming a block. Because each block contains a timestamp and a link to the previous block, it is difficult to alter data retroactively. As a result, blockchain technology has the potential to provide a more secure and transparent way of conducting business.

For example, blockchain could be used to create tamper-proof medical records or to streamline supply chain management. In addition, because blockchain is not controlled by any single entity, it has the potential to reduce or eliminate the need for intermediaries in financial transactions. As its use cases continue to grow, blockchain technology may revolutionize the way we do business.

2. Why blockchain companies are attractive to investors Blockchain companies are attractive to investors for a variety of reasons. First and foremost, blockchain is a new and rapidly growing industry with immense potential. With the advent of blockchain-based applications, there are now numerous opportunities for businesses to use this technology to streamline their operations, reduce costs, and improve security.

In addition, blockchain companies are often led by experienced and forward-thinking teams who are well-positioned to capitalize on this new market. Furthermore, many blockchain

startups are backed by well-known venture capitalists, which adds an extra layer of safety and credibility. Finally, because blockchain is still in its early stages of development, investing in a promising company now could lead to immense returns down the line. For all these reasons, it's no wonder that blockchain companies are so attractive to investors

3. The due diligence process for investors when looking at blockchain companies As any experienced investor knows, due diligence is

*Timo Trippler is the CEO of Fundraise Capital FCAS UG based in Germany and the CEO of ADAX.pro. He is an expert in financial markets and risk management with 12 years of experience in financial transactions. He advised various successful Blockchain projects and manages multiple crypto fund portfolios.*

*Timo's main job is strategic advisory and fundraising. He has been working in Blockchain field since 2016. Timo Trippler worked with 97 blockchain projects and was able to raise more than \$100 million for his clients. He uses his business network to raise funds from institutional Investors, Family Offices, Venture Capital and Private Equity companies.*

an essential part of the investment process. Whether you're considering a new stock, bond, or real estate property, it's important to do your homework and understand the risks involved. The same is true when considering an investment in a blockchain company.

There are a few key parts of the due diligence process that are particularly important when looking at blockchain companies. First, you need to understand the technology. What is the blockchain? How does it work? What are the benefits and limitations of this technology? Second, you need to assess the team. Who is leading this project? Do they have the experience and expertise necessary to succeed?

Third, you need to evaluate the market

opportunity. Is there a real need for this product or service? Is the market large enough to support this company's growth? And finally, you need to understand the financials. How much money has been raised? How is it being spent? What are the company's burn rate and cash runway? By taking the time to answer these questions, you can increase your chances of making a successful investment in a blockchain company

4. Smart tips for entrepreneurs who

want to pitch their blockchain company to investors Any entrepreneur who wants to pitch their blockchain company to investors needs to remember a few key things. First, it's important to have a clear and concise elevator pitch that outlines what the company does and how it uses blockchain technology. Second, be prepared to answer questions about the market opportunity and the competitive landscape. Investors will want to know why this company is in a position to succeed. Third, it's critical to have a strong team in place.

Blockchain is a complex technology, so investors will want to see that the team has

the necessary skills and experience. Finally, be prepared to discuss the company's roadmap and milestones. This will give investors a sense of the company's long-term vision and how they plan on achieving it. By following these tips, entrepreneurs can increase their chances of success when pitching their blockchain company to investors.

5. FCAS in detail and how it can help assess



a company's potential FCAS is a Fundraise Capital Advisory Service that can help assess a company's potential. FCAS provides an in-depth analysis of a company's business model and financial situation. This analysis can help determine if a company is a good candidate for raising capital.

FCAS can also help identify the best sources of capital, such as venture capitalists, angel investors, or private equity firms. In addition, FCAS can provide advice on the structure of the deal, such as the amount of equity to be sold and the terms of the investment. Finally, FCAS can assist in negotiating the deal with potential investors. By providing these services, FCAS can help companies raise the capital they need to grow and succeed.

6. The future of blockchain and its impact on businesses and investors Blockchain is still in its early stages, but it has the potential to revolutionize the way businesses operate. By providing a secure and decentralized way to store data, blockchain could streamline supply chains, reduce fraud, and help businesses to better protect customer information. In the long term, blockchain could have a major impact on the global economy, making it easier for businesses to trade with one another and opening up new opportunities for investment. While there are still some challenges to be addressed, the future of blockchain looks very promising.

**Conclusion Blockchain is still a new and developing technology, but it has already shown immense potential in a variety of industries. This is why blockchain companies are so attractive to investors – the opportunity for growth is high.**

However, before investing in a blockchain company, investors need to do their due diligence. This includes assessing the team, the product, and the marketability of the company. At FCAS, we specialize in helping investors make informed decisions about blockchain companies.

We use our unique algorithm, FCAS, to measure

a company's potential and help predict its future success. If you are an entrepreneur with a blockchain company that you would like to pitch to investors, please get in touch with us. We would be happy to assist you further and give you feedback on your business idea.

The future of blockchain looks bright, and we are excited to see how this innovative technology will continue to change businesses and investment landscapes around the world



# START STRONG FINISH STRONGER

INSPIRE GENERATIONS

# CORPORATE INVESTMENT TIMES

# THE BUSINESS VALUE OF INVESTING IN OUR COMMUNITIES

CEO, PHOENIX GLOBAL

PRESIDENT & CEO, KEYSTONE FARM FUTURE

## LARISA B. MILLER

The reset associated with the COVID-19 pandemic, and the necessary physical and logistical shift to a more remote workspace, has forced business leaders to think with a global mindset, looking at supply chain efficiencies, collaboration, and sales markets across the world. Our business marketplaces shifted, necessarily, to a more global plan. However, a universal truth is that a business is only as strong as the community that it supports. Stop and read that phrase again. It is the business that supports the community infrastructure, not the other way around.

How can we, as business founders and leaders, expect our businesses to thrive, if the focus



SEPTEMBER 2022: THE ESSENTIALS



of our business models features a predominantly inward perspective? Without the outward interface...employees, customers, investors, supply chain, logistical partners, we won't even have a business to measure. As a business leader, it is essential that we understand that it is the vibrancy of the community and our outside relationships, engagements, and collaborations, which depend on our community engagement and economic and social impact, that determines our vibrancy and longevity in our given sector. The best way to demonstrate the value of community investment is to highlight the companies who embrace this mindset with a demonstrated history

of commitment. Experian encourages employees to volunteer with non-profit organizations in the communities, building a strong culture of giving-back from within. Sunnova Energy Corporation contributes to beneficial causes in Houston, Texas, the location of their headquarters. Organizations such as the Houston Food Bank, Dress for Success, Houston Area Women's Center, and more, benefit from Sunnova's recognition that they have a responsibility to be a contributor to their immediate social infrastructure.



Contributing economically to the physical and social infrastructure of the community, both through targeted investment, as well as through employee contribution, solidifies both the responsibility and commitment of a company to the community. Encouraging employees to volunteer – providing positive reinforcement and reward for this behavior, allowing employees to make

financial contribution to local non-profits through automatic payroll deduction, and encouraging mentorship programs within the company culture, helps to create a workplace environment fueled on positivity, value integration and a sense of 'team'.

The gadget and tool company, Boundery, encourages employees to volunteer in the

by Milton S. Hershey in 1894, is a company that built an entire town to provide the necessary social services and basic human necessities to its employees.

Milton Hershey recognized that thriving companies help to build thriving communities, providing the critical infrastructure necessary for operational



community three days out of every quarter and they compensate these employees fully for this time. The CEO of The Search Guy, Jon Zacharias, offers his personal intellectual property and mentorship in return for financial contributions which can be donated to non-profits. Medela, through its Medela Cares program, which supports the UN Global Compact, is focused on improving maternal and infant outcomes by partnering with mission-aligned organizations to deliver education programming and product-based donations.

Perhaps one of the most intentional examples of community prioritization can be found in Hershey, Pennsylvania. The Hershey Company, founded

efficiency, production capacity, and employee loyalty. While Hershey is known for the famous chocolate factory, it is one of the most vibrant, economically secure, and healthiest communities in Pennsylvania. Milton Hershey recognized that to have a successful company, the workers needed to have access to critical services – subscribing to the notion that if you take care of your employees and their families, your employees will take care of you with higher productivity, lower turnover rates, and greater brand loyalty.

Milton Hershey understood that it was essential to build the community around the company, rather than building the company around the community.

Hershey built the community to ensure that his workers had access to education, through first-rate public schools; solid social infrastructure enabling his workers to have a beautiful community with ample



housing and access to public transportation; places for entertainment, such as Hershey Park, Hershey gardens and the Hershey Zoo, and lastly, access to top healthcare at the Penn State Hershey Medical Center.

Hershey ensured the enduring legacy of this community integration strategy through one of the largest annual endowments in the world. While times change, and it may no longer be realistic to expect a large multi-national to build an entire town to support their operations, it is beneficial – and frankly, mandatory, for corporations to intentionally invest back into their communities.

Integrating a plan for community investment, taking care of your proverbial backyard, is simply the right thing to do. A tangible return on this community investment comes through your elevated reputation, told best through PR and storytelling, which helps to accelerate your brand, turning new customers into new sales. Reputation also manifests itself into talent retention by creating a community-minded work

culture helps to attract – and keep a quality, talented workforce. Your workers will be more inclined to function as a team, innovating, optimizing, and elevating your product, service, and brand, when they feel the pride of affiliation that comes from working with a company with a conscience.

Supporting local scholarships, committing financially to local non-profits serving youth and underserved populations, and creating safe spaces for the community, through mobility, education, housing, access to food and recreation, will help a company to build a legacy in the community, and ultimately, across the globe.



**If companies borrow from the example of Milton Hershey and The Hershey Company, investing in the intentional stability, growth, and sustainability of their communities, they will build lasting legacies, positively benefitting operational growth and efficiency, as well as economic and social impact. In the enlightened words of Milton S. Hershey, “We should deal with one another not as classes but as persons, as brothers. The more closely we work together, the more effectively we can contribute to the better health of all mankind; this should be our common objective and its achievement would make this a happier place in which to live.”**



**PLAY IT FORWARD**

# ALFONSO "CHOLO" MAPUTOL, CFA

BLOCKCHAIN CEO & FOUNDER,  
BUILDING PLAY IT FORWARD DAO, GAMEFI, EX-IB,  
SINGAPORE

## CRYPTO GAMING GUILDS IN EMPOWERING P2E AND GAMEFI ADOPTION ACROSS SOUTHEAST ASIA

As per DappRadar, \$748 million was raised just in August 2022 alone, showing a 135% increase from the previous month. This amount of investment indicates that major investment entities remain bullish on the blockchain gaming and GameFi industry.

However, there are still challenges ahead in P2E and GameFi's path to adoption. One of these is the high-cost barriers for new crypto players due to the initial in-game asset investments required to earn from the game. This barrier is especially visible in developing countries in Southeast Asia, such as the Philippines.

Despite the barrier, the Philippines managed to rank 4th in P2E adoption as per Finder's recent NFT Gaming Adoption Report. This was made possible mainly due to the popularity of crypto gaming guilds in the country.



Crypto gaming guilds provide interested P2E players free access to NFT games without paying for the required in-game assets. Establishing a crypto gaming guild is one of Play It Forward's ways of making play more rewarding and empowering P2E and GameFi adoption around Southeast Asia and soon to other parts of the world.

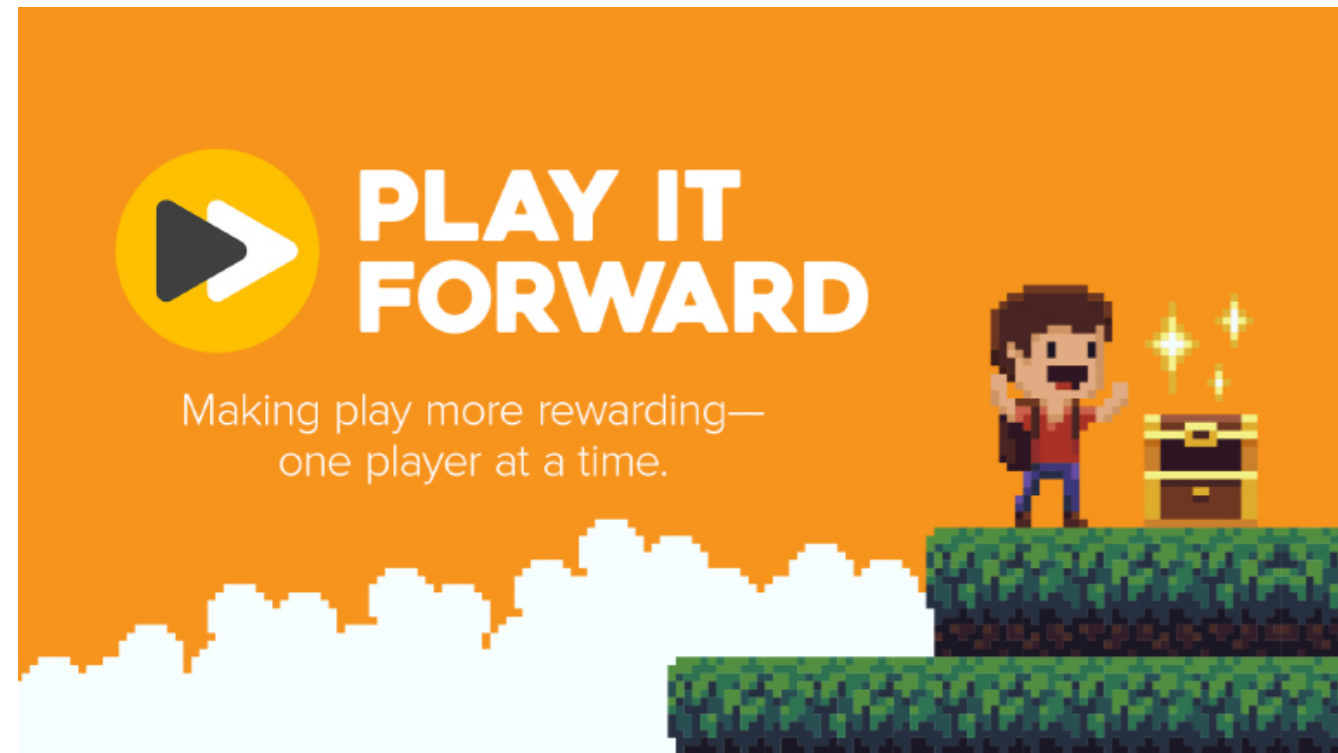
**What is Play It Forward?**

Play It Forward is a metaverse ecosystem builder focusing on Web3 game investment and a large-

investing in the required NFTs.

Prior to founding Play It Forward, Cholo built a long career in finance with leading banks. He is also an avid gamer since childhood and a passionate believer in the potential of Web3. These interests led him to become an active crypto investor in 2017 and, later on, a crypto guild manager.

During the boom of Axie Infinity in the Philippines, Cholo has seen the positive impact of P2E gaming



scale guild across the Philippines, Indonesia, and Vietnam. The company aims to provide free access to P2E gaming by educating, empowering, and integrating communities into the GameFi industry.

**How did Play It Forward start?**

The story of Play It Forward started when its co-founder and CEO, Alfonso "Cholo" Maputol, built a crypto gaming guild. His aim is to give all aspiring P2E gamers a chance to play the game without

on players' lives, especially those who belong to underserved and marginalized communities across Southeast Asia. Seeing the promise of P2E, he started a mission to make play more rewarding and unlock financial opportunities for gamers in Asia and beyond.

As Cholo saw the promising capabilities of P2E games and crypto gaming guilds, he decided to delve deeper into the space. He established



Play It Forward with his friends, Rupert Cabrera and Arlo Cristobal. In the process, the founders combine forces and leverage each other's skillsets to establish the crypto gaming guild, Railings University.

**What is the mission of Play It Forward?**

Play It Forward's mission is simple: to make play more rewarding. This can be achieved by providing players with gaming scholarships and opportunities to help them reach their full potential and become gaming professionals.

By fostering large-scale onboarding of player communities and helping them establish a long and fruitful gaming career, Play It Forward looks forward to becoming the gateway to blossoming GameFi talents.

**What does Play It Forward offer?**

Play It Forward sits at the intersection of fun and opportunity. This 2022, it completed a US\$6 million

private round from investors across all aspects of the Metaverse. The recognition of the multiple stakeholders, investors, and players led to Play It Forward's transformation into a Decentralized Autonomous Organization (DAO).

One of the most significant benefits of DAOs is the governance model, wherein decisions for the project's future are democratized to ensure every token holder has their voice heard. Play It Forward DAO created a more equitable and cooperative community by launching the Play It Forward token (\$PIF).

Investors now have an opportunity to invest in \$PIF to get a share in the upside of Play It Forward's platform, guild, and treasury. As the PIF ecosystem expands, \$PIF will be more than a mere utility or governance token. The platform will provide more variety and choice to the community via:

- Rewards from the PIF staking program
- Priority allocation in NFT drops
- Enhanced returns for players

The SPIF will accrue value via NFT yield generation, growth platform revenues, treasury investment growth, and buybacks. Aside from the token, one of the key players in Play It Forward's growth is its crypto gaming guild, Railings University.

What is Railings University?

Railings University (RU) is the first crypto gaming guild established and managed by Play It Forward. It consists of approximately 40,000 guild members and 3,000 active gamers. As of date, Play It Forward has partnered with over 25 blockchain-based games so it can offer P2E gaming scholarships to RU players.

Currently, there are six active games offered at Railings University: Axie Infinity, Golden Bros, CyBall, Mecha Morphing, MetaGear, Tank Wars Zone, and Walken. The rest of Play It Forward's game partners are still in development.

**What does Railings University offer?**

As mentioned, Railings University offers gaming scholarships across various P2E games. There are two types of scholarships that are currently available for RU members. One is where players will rent the in-game NFTs to play and earn in exchange for a percentage of the yield. The other one is where players get to own the in-game NFTs by playing and allocating a part of their in-game profits to buy the NFTs they have rented.

Aside from the two types of gaming scholarships, Railings University offers, the crypto gaming guild

is now also providing other earning opportunities for its community. New additions to the list of earning opportunities at Railings University are



game testing and esports tournaments.

**Entry-level and professional game testing**

In Railings University's game testing opportunity, players simply have to download a game in the Alpha or Beta production and play it until they reach a certain level or goal.

In some cases, game testers will also have to provide feedback, insights, and suggestions in written form or a voice record. In return, qualified gamers will receive tokens or cash rewards and get the first experience of a new game.



**Esports tournaments**

Play It Forward and Railings University also participate in Web3 game tournaments and host Web2 esports tournaments. Within the first and second quarters of the year, Railings University participated in various Axie Infinity tournaments. The guild even won third place in Destiny Games: Battle of Prodigies Invitational League.

Aside from participating in Web3 game tournaments, Railings University also aims to host regular esports tournaments across popular Web2 games such as Mobile Legends: Bang Bang, Counterstrike, League of Legends, DOTA, and Call of Duty.

Last August, Railings University launched its first

esports tournament, where 16 teams clashed in Mobile Legends: Bang Bang. This September, the guild hosted its second Mobile Legends: Bang Bang Esports Tournament, where 32 teams or 160 players participated.

**Railings University Community Stories**

Every week, Play It Forward connects with Railings University members and encourages them to share their scholar stories to inspire more gamers into P2E.

Railings University gamers and members are welcome to share their stories. Every week, the crypto gaming guild's Discord server receives a plethora of testimonies of how RU has helped scholars financially and professionally.

Roberto began his journey at Railings University in 2021, the same year the guild officially opened its doors for aspiring P2E gamers. The fact that he stayed a member of the guild all the way up to 2022 demonstrates very clearly how much effort Railings University put into taking care of its gamers.

Roberto was able to save his P2E earnings to purchase a laptop, which was not a cheap purchase. He has been such a consistent and hard-working scholar until he can afford to purchase pricey equipment with the money he has earned.

Railings University is an inclusive community where every aspiring P2E player is welcome regardless of gender, race, educational background, and skills. Whether the applicant is a full-time worker, a student, a mom, or others, as long as they are willing to play and earn, they are welcome in the Railings University community.

Princess is able to take care of her baby and provide for her needs while being an RU gamer.

#CRYPTO #GAMING

She was also able to pay off her debts and bills with the help of her guild earnings.

Railings University does not require its players to grind or play for 8 hours or more daily. Instead, the guild encourages gamers to play wisely and learn how to maximize the assets to get higher rewards without playing for hours. Since Railings University does not require its scholars to play all the time, RU gamers can spend more time with their families and loved ones.

Education is a treasure that anyone will indeed carry wherever they go. Railings University has a lot of gaming scholars that are currently studying. It is an honor to know that P2E has helped a graduate like Harris with his graduation expenses.

How can crypto gaming guilds, such as what Play It Forward offers, boost P2E and GameFi adoption?

Crypto gaming guilds are one of the biggest drivers that contribute to the adoption of P2E and GameFi. Most of GameFi's economic setups adopt the P2E model. However, this model often requires players to spend money on



through crypto gaming guilds. Through the help of these platforms, anyone can now play and earn from GameFi and P2E projects without having to pay for the in-game assets

required to enter the game.

To learn more about Railings University and Play It Forward, visit the PIF website or become a member of its Discord community.



in-game NFTs and assets to advance to a higher level or obtain more significant rewards, leading to slower adoption.

The adoption of GameFi and P2E is boosted

*Cholo Maputol is the CEO and Co-Founder of Play It Forward (PIF). He has been an active investor in crypto since 2017 and is a passionate believer in the potential of Web3 and Play-to-Earn.*

*After building a long career in capital markets and Investment Banking, Cholo returned to the gaming world to establish PIF. PIF's mission is to make play more rewarding and unlock financial opportunities for gamers in Asia and beyond.*

*PIF believes that gaming should be both fun and rewarding. Thus, we help players maximize social, financial, and professional benefits by providing earning opportunities via the PIF guild.*

*"A fervent believer in the ability of gaming to transform and improve the human condition - mentally, emotionally, socially, and now financially with the advent of blockchain gaming. Play It Forward is our contribution to push the envelope between the current state and what's possible*

*Former banker turned crypto builder - blockchain technology is rewriting the rules of every meta game, including TradFi/banking, and I am continuously fascinated by the pace of change in the space"*





# XENIA NEOPHYTOU

DIRECTOR, INVESTMENT  
FIRMS, INVESTMENT FUNDS, EMI,  
TAX, CORPORATE, INTERNAL  
AUDIT, RISK, COMPLIANCE  
SOLUTIONS



**CX FINANCIA**  
Corporate & Compliance Services

## A LOOK INTO CYPRUS' GROWTH TRENDS FOR 2023

With 2022 coming to an end, it's a great time to reflect on everything that has happened in the past year and start thinking about the business trends that are about to take off in 2023.

A few words about Cyprus

Cyprus (Greek: Kipros) is the third largest island in the Mediterranean and has historically been an attractive destination to live and work.

Our beautiful Mediterranean island boasts more than 60 blue flag beaches and enjoys more than 300 days of sunshine. The welcoming people and the laid-back lifestyle make living in Cyprus an absolute dream.

Strategically located at the crossroads of three continents – Europe, the Middle East, and Africa – Cyprus is a key destination for businesses of all types. On the same note, Cyprus has been an EU member state since 2004, offering access to European markets and EU trade agreements.

Apart from its strategic location and EU access, the island also offers an advantageous tax regime, a robust regulatory legal framework, and a highly skilled workforce.

### Growing trends for 2023

The booming investment fund industry in Cyprus is one of the fastest-growing fund management destinations, with Assets under Management reaching €11.1 billion in Q1 2022.

The success of the Cyprus fund industry lies in its ecosystem. The legislative framework, the high-calibre service providers, and the double tax treaty network give massive impetus to the investment fund industry in Cyprus. Moreover, the low costs compared to other European markets make the island an attractive destination for foreign investors and asset managers.

But what does the future hold for the Cyprus fund industry? Based on what we've seen so far, it seems that the fund industry shows no signs of slowing down. Even during the turbulent times of the COVID-19 crisis, the Cyprus fund industry



#### Xenia Neophytou

*Holder of BSc (Hons) from the UEA, a Fellow Chartered Certified Accountant FCCA, a member of the Institute of Certified Public Accountants of Cyprus (ICPAC), and an Advanced Level Licence holder from the Cyprus Securities & Exchange Commission (CySEC).*

*Xenia Neophytou is a Registered Mediator in financial disputes and a Human Resources Development Agency Certified Trainer. Xenia is also a regular speaker at conferences and a member of local technical committees for Funds such as the ICPAC and the Cyprus Investment Funds Association (CIFA).*

*Xenia is currently a Board Member of the Cyprus India Business Association, the Cyprus Chapter, and the Women's Indian Chamber of Commerce & Industry (WICCI).*

*Xenia is a member of the Board of Directors and Risk Committees of several regulated Investment Firms in Cyprus and has substantial experience in advisory and hands-on operations as a CEO.*

*Xenia's extensive background and experience ultimately led to the founding of CX Financia, a boutique advisory firm specializing in financial services.*

remained resilient, with assets under management growing with double-digit numbers.

Moreover, the recent agreement between Cyprus and the European Investment Fund sets

out another significant milestone for the nascent venture capital market. Under this agreement, the European Investment Fund will manage the Cyprus Equity Fund – the first equity fund in Cyprus to be supported by public resources – raising our expectations for the fund industry even further for 2023.

reason.

Based on a shared infrastructure, blockchain can provide tools for increased transparency and traceability of transactions. At the same time, blockchain can also improve the efficiency of cross-border payments while facilitating market-wide access.

Cyprus has already started to understand the implications of blockchain technology. Back in 2015, Cyprus was the first country in the world to offer a Master's degree in Blockchain and Digital Currency, showing its strong interest in pioneering digital technologies.



### The rise of blockchain technology

Over the past decade, we've seen a growing interest in blockchain technology across different sectors and industries, and it's not without

Moreover, a private hospital in Cyprus has also introduced blockchain technology to store vaccination records and provide vaccination certificates through the E-HCert application and the VeChainThor public blockchain.

The Cyprus government has taken a positive stance toward this pioneering technology by investigating the technical, legal, and managerial applications of DLT technologies. On this note, Cyprus has also signed the 'European Blockchain Partnership' and the 'Declaration of the Southern Mediterranean Countries on Distributed Ledger Technologies'.

As we move into 2023, I expect businesses across various industries to start materialising the benefits of blockchain technology and taking advantage of the opportunities at an operational level.

### Becoming a headquartering base for tech giants

Over the past two decades, more and more global organisations specialising in Information Technology Communication (IT) have been choosing Cyprus as home for their operations.

Cyprus offers an advantageous tax regime with a corporate tax rate as low as 12.5%. Moreover, dividends, profits from trading, and royalty payments are exempt from withholding tax, which propounds a strong incentive for companies to move their headquarters to our beautiful Mediterranean island.

Considering the post-pandemic crisis and the high turbulence resulting from the world situation, particularly during the current tumultuous economic environment, I expect Cyprus to continue growing as a headquartering base in the

next year.

In response to the rising interest from investors, the Cyprus government has already implemented a new Business Facilitation Unit (BFU) which aims for faster and more effective registration processes such as company name approvals, VAT and Direct Taxation registrations.

Our team at CX Financia has extensive experience in helping international businesses set their headquarters in Cyprus while managing legal and

compliance risks.

### Digital transformation and growth of e-commerce

Given that the Cyprus e-commerce market is expected to grow around 13.87% during the period 2022-2027, e-commerce growth and digital transformation are significant trends to consider for the following year.

Without a doubt, the COVID-19 outbreak has

accelerated the adoption of digital technologies, with businesses of all sizes looking at various digital tools to improve their processes and expand their operations at an international level through the internet.

The Cyprus government is also taking steps towards digitisation. More specifically, the National Digital Strategy, sets forth the aspirational vision of Cyprus to become a fit-for-the-future society and a knowledge-based economy. This includes

transformation will be prevalent in 2023, with both private and public sectors adopting new digital technologies to optimise processes and improve the efficiency of operations.

### Remote work

Since the pandemic hit the world, remote work has been gaining increasing attention, with the number of global remote job listings soaring.

More and more international companies are



**CX FINANCIA**  
Corporate & Compliance Services

*CX Financia is a corporate service provider established in Nicosia, Cyprus.*

*At CX Financia, we set up and manage entities, offering directorship services, corporate secretarial and ancillary services such as banking, accounting, payroll and tax compliance services*

*Initially, when the company was formed, we focused on the financial services sector, offering licensing and compliance support services for Investment Firms, Investment Funds and Electronic Money Institutions. However, this quickly developed into other niche sectors as we found the skills were transferable.*

*We also offer assistance with company headquartering and re-domiciliation, migration services for third-country national employees, and recruitment services for local companies.*

*We look after Investment Firm Brokers, Investment Fund Managers and Crypto-asset provider clients, and corporate client structures, offering full-service solutions.*

*Recently, we started a project with a sister company to offer education and training to our clients for their compliance and regulatory requirements.*

the digitisation of government services, cyber security, and the introduction of digital IDs and online signatures.

Based on the above, I believe that digital





cost for education, leisure, healthcare, and housing. In response to the increase of remote workers on the island, the Cyprus government has introduced a Digital Nomad Visa to accommodate the location-independent lifestyle. With this new type of residence permit, third-country nationals can stay in the country with their family members while working for a company abroad.

Based on our insights so far, I expect the remote work trend to continue to grow in 2023. That's why our experienced team of advisors at CX Financia remains constantly updated on the legislative updates and requirements in order to help our clients around the world acquire and renew their Digital Nomad Visa.

#### A rise in women's entrepreneurship

Women entrepreneurship is on the rise globally. After two years of disruption caused by the coronavirus outbreak, Women in business 2022: Global and regional findings show an increase in the proportion of mid-market senior management positions held by women globally. This worldwide trend is also evident in Cyprus, with more and more female professionals entering the entrepreneurial world.

As a female Managing Director of CX Financia, I am happy to see this positive trend, and I strongly believe that female entrepreneurship will continue to grow in 2023.

adopting remote work policies, in which they allow their employees to work from around the world. Thanks to technology and communication tools, this is possible to the point that many businesses thrive with remote-only teams.

But what does this mean for Cyprus? Cyprus is undeniably a key destination when it comes to quality of life, and it's undoubtedly a top relocation destination for remote employees. In fact, Cyprus ranks 36th in the Numbeo Cost of Living Index, offering an attractive destination at an affordable

Recently, I had the opportunity to participate in the Blockchain Fest 2022 through a panel discussion on women in crypto and blockchain. It was a great opportunity to show that the crypto market is no longer a men-only business, and the same is true for many other industries. I am excited to see what the future holds for female entrepreneurs in Cyprus.

#### The future is bright for Cyprus

Situated at the heart of the Mediterranean, Cyprus is undeniably a key destination for life and business.

Despite the difficulties that the pandemic has brought to the world, the island has enjoyed significant growth over the past years, with key sectors enjoying double-digit growth — investment funds, real estate, and e-commerce, just to name a few.

The significant increase in foreign investments (FDI), particularly those concerning new projects, is of great importance to the Cypriot economy. This performance is also reflected in the economy's strong recovery in 2021, with a GDP growth rate of 5.5 per cent. In addition, FDI Intelligence included Cyprus in the top 10 countries for its recovery of investments after the pandemic and ranked the island in 18th place in the seventh edition of the Greenfield FDI Performance Index, climbing 50 places compared to the previous year.

**On the same note, there have been exciting projects and developments on the island, such as the City of Dreams, Larnaca Marina, and Trilogy, which open up even more business opportunities for the future. Looking into 2023, I believe these trends will continue to drive sustainable**



# CX FINANCIA

Corporate & Compliance Services

growth for the island. At the same time, though, digital transformation and new technologies are expected to accelerate the business landscape, even more, attracting more and more companies to set their headquarters in Cyprus.



# DR. ORIOL CAUDEVILLA

FINTECH ADVISOR, MANAGEMENT AND STRATEGY CONSULTANT, RESEARCHER (DIGITAL BANKING AND FINANCE, CBDCS, BLOCKCHAIN, CRYPTO AND M&A)

## CENTRAL BANK DIGITAL CURRENCIES (CBDCS) AND CROSS-BORDER PAYMENTS: THE CASE OF THE DIGITAL YUAN

### CBDCs

Central bank digital currencies (CBDCs) have been referred to as “the future of payments”, or even “the future of money”, and not without reason.

A CBDC is a new form of central bank money accessible to the public, accepted as a means of payment, legal tender, safe store of value by all citizens, businesses, and government agencies. Undoubtedly, the pandemic has turbocharged a global financial technology revolution

CBDCs can serve many different purposes and can be designed accordingly: they can replace physical notes; they can be used to improve financial stability as a monetary policy tool, to promote financial inclusion, to fight against financial crime, improve payment efficiency and reduce intermediary risks, etc.

However, CBDCs are not cryptocurrencies, even though there is of course some relation between both categories.

The rationale behind CBDCs and cryptos is actually the opposite: whilst CBDCs are Central Bank Money adopting a digital form (therefore, legal tender issued by a central bank, representing a claim against that central bank) and thus centralized, cryptocurrencies are a key pillar of the movement known as DeFi (Decentralized Finance).

### The Digital Yuan.

In early January, the People’s Bank of China (PBOC) launched the Digital Yuan wallet apps for Android and iOS.

As per data gathered in late April, more than 260 million people are already using China’s digital currency, totalizing more than US\$13.8 billion worth of transactions. It is available for use in about 23 mainland cities and live on 9 wallets.

China is already very advanced in terms of digital payments and the digital yuan does not disrupt the way to pay (QR code and face payments being already widely used through Alipay and WeChat Pay). However, the biggest innovation is the use of smart contract technology. The e-CNY presents many other advantages such as no interest,



low cost, payment and settlement, controllable anonymity, security, dual offline payment, etc.

Also, since mid-June, China's digital yuan can now be used for wealth management products and bank loans. This move by China's central bank extends the use of the digital currency beyond the purchase of consumer goods.

As I mentioned in some of my previous articles, China's Digital Yuan, also known as DCEP, is a Central Bank Digital Currency (CBDC).

A CBDC is a new form of central bank money accessible to the public, accepted as a means of payment, legal tender, safe store of value by all citizens, businesses, and government agencies.

Even though more than 80% of Central Banks in the world are currently working on CBDCs (some are just at an initial research stage, though). However, Asia seems to be the place where CBDCs generated the most interest. In this sense, the major economy leading the CBDC race in Asia (and in the whole world) is China.

In this article, I am going to focus on the potential that the Digital Yuan offers for Cross-Border Payments.

China has made some very relevant movements in this area these last few months, movements that show us that expanding the digital yuan internationally is a very important goal for the country.

These are some of the movements:

1. Expansion of the Belt and Road Initiative (BRI). The Belt and Road Initiative (BRI) is currently



a key program for China, and, consequently, it is perfectly possible to imagine how important the expansion of the digital yuan can become for China within the Belt and Road.

According to the Belt and Road Initiative's website, "BRI is a transcontinental long-term policy and investment program which aims at infrastructure development and acceleration of the economic integration of countries along the route of the historic Silk Road. The Initiative was unveiled in 2013 by China's president Xi Jinping and until 2016, was known as OBOR - One Belt One Road. On March 28, 2015, the official outline for the Belt and Road Initiative was issued by the National Development and Reform Commission (NDRC), the Ministry of Foreign Affairs (MOFA) and the Ministry of Commerce (MOFCOM) of the People's Republic of China (PRC), with authorization of the State Council."

BRI aims to "promote the connectivity of Asian,

European and African continents and their adjacent seas, establish and strengthen partnerships among the countries along the Belt and Road, set up all-dimensional, multi-tiered and composite connectivity networks, and realize diversified, independent, balanced and sustainable development in these countries."

According to the official outline, BRI is a global initiative but by its nature of building on the historic Silk Road puts a major focus on countries in Asia, Eastern Africa, Eastern Europe and the Middle East, a region mainly composed of emerging markets. According to the Belt and Road Portal, currently 71 countries are taking part in the Initiative, together representing more than a third of the world's GDP and two thirds of the world's population.

To me, the BRI area is the best possible candidate area for China to start

internationalizing its Digital Yuan, or at least one of the best two candidates, alongside RCEP.

## 2. Regional Comprehensive Economic Partnership (RCEP).

One of the world's largest free-trade deals in history, the RCEP was signed on 15 November 2020, after eight years of negotiations, and took effect on 1 January 2022.

It is composed of fifteen countries, all ten members of the Association of Southeast Asian Nation (ASEAN): Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, plus China, Japan, South Korea, Australia and New Zealand, that will create a free trade area encompassing 28% of the global economy,





Dr. Oriol Caudevilla is a very influential voice in the FinTech area, having advised many FinTech companies and with a very extensive network across the globe. He holds an LLAB, an MBA and a PhD. He is also a well-known international speaker on the areas of Central Bank Digital Currencies and Blockchain and founded the Podcast A Digital Tomorrow, with over 6,000 followers on YouTube in 6 months.

[www.oriolcaudevilla.com](http://www.oriolcaudevilla.com)

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

30% of the global population and reaching 2.2 billion consumers.

The deal is estimated to increase the global national income by \$186 billion annually by 2030 and to add 0.2% to the economy of its member states and aims to progressively lower tariffs, reduce protectionism and boost investment. Furthermore, it will allow for one set of rules of origin to qualify for tariff reductions with other RCEP members (a common set of regulations mean less procedures, therefore easier movement of goods).

Leaving aside the economic size of the deal, it marks the first time China, Japan and South Korea have been in a single free trade agreement, and it also marks the first time China enters a nonbilateral free trade agreement of this scale.

From the perspective of China, RCEP aligns with China's "dual circulation" vision, refocusing on domestic demand while taking advantage of trade and foreign investment. It must also be noted that ASEAN has become China's largest trading partner followed by the EU and the United States.

Undoubtedly, the ongoing COVID-19 pandemic has undoubtedly confronted the whole world with an unprecedented challenge. The signing of the RCEP agreement is a good step towards supporting economic recovery in Asia, inclusive development, job creation and strengthening regional supply chains. RCEP will pave the way for the expansion of CBDCs throughout Asia, including (but not limited to) China's new CBDC.

Aside from China, many other Asian countries have shown their interest in developing and

potentially deploying their own CBDCs. This list includes Thailand, Cambodia, Vietnam, Philippines as well as Korea and Japan (both the Bank of Korea and the Bank of Japan started their tests recently, in early 2021). Should these other countries finally deploy their own CBDCs, it will mean more market for them as well.

To what extent will the RCEP benefit China's CBDC? Even though it is too early to say, the free trade area created by RCEP will undoubtedly be a big market for China's digital yuan (alongside the Belt and Road Initiative), facilitating its cross-border adoption (in the same way that it could be used to facilitate the cross-border adoption of any of the other CBDCs in Asia, even though China seems to have a clear advantage due to its economic relevance and also due to the fact that its tests are much more advanced than those of the rest of neighboring countries).

### 3. Joint venture with SWIFT.

China's central bank announced in February 2021 that a newly established joint venture with SWIFT and four Chinese institutions will offer localized financial services to make cross-border transactions more stable and secure. As China's financial industry continues to open up to the outside world, more domestic institutions use the global financial network and information services provided by SWIFT.

But some Chinese medium and small-sized

banks have reported unstable connectivity to the SWIFT network, affecting their cross-border transactions, the People's Bank of China (PBOC) said. The new entity will operate financial messaging services through a local network and set up a localized data warehouse to monitor and analyze cross-border payment messaging, the PBOC added.

The joint venture also involves China's home-grown cross-border settlement system, Cross-border Interbank Payment and Clearing (CIPS), the Payment and Clearing Association of China, a self-regulatory association for the payments industry, and the PBOC's Digital Currency Research Institute.

***To sum up, both BRI and the free trade area created by the RCEP will undoubtedly be two big markets for China's digital yuan. While facilitating cross-border adoption of the digital yuan, such economic exchanges in the same way will help any of the other central bank digital currencies in Asia.***

# VIKASS JOLLY

DIRECTOR OF BUSINESS DEVELOPMENT AT PROFEM TECHNOLOGIES LTD.

## BE THE BEST VERSION OF YOU

For everyone in this world there is a role model whom they want to become like. For some it may be their Parents, teachers, a Senior, any particular cricketer, actor or so. Everyone has a name whom they called their Ideals in life. It's a human tendency to look others achievements, got inspired and wish to become exactly like them. It is where most of the people go out of the way.

Although, if you stick to the first two steps i.e. look others achievements and got inspired then things would be better. But, as soon as you create a desire to be like them, here you make a wrong move. Just imagine a world where everyone would be similar. Everyone is wearing the same dress, eating the same, behaving in a similar way...don't you think it would be boring. A garden is beautiful because of the colorful flowers it has. In this beautiful garden (Earth), each one is a flower of a different color and the beauty of this garden is because of everyone's existence.



Did you ever think why most people want to become like others? The reason being many of us always focussed on others. What they are doing, how they are doing, how they behave and so on. There is a simple equation which says where you focus i.e. where you put your energy, you become more of it. And because you are focussing on others, you are becoming more like them.

Ask yourself when is the last time you spent quality time with yourself...Just with you? I am sure most of you don't have an answer to this question. We know very well about what's going on in the lives of others, how they are feeling and doing and whenever they need us, we are always there first hand. But, do you actually know what's going on in your life? How you are thinking and feeling and if there is a hard time going in your life before anyone are you available for yourself? Your life is a Gift to you, Make it worthy. Why to be like anyone when you can become the best of you. But, to be the Best Version of You, there is a price to pay. Success and Fame doesn't come so easy. You have to put in effort and Hardwork to become a leader. Ask yourself Am I ready to do that? Can I do it? If your answer is No, then there is no point to discuss. If you say Yes, then move ahead to the next step to meet your goals.

Let's understand a thing very clearly that whatever you are doing, do it for yourself. Don't do anything to make others happy or to live up to their expectations. Because if you are doing so, you would not put up your best as it's not what you want. When you do something with interest and passion, you give your best effort in that work. Because you are happy doing it, you will never feel it a burden or pressure. So, keep your preferences straight. It's your life, live it in a way that makes you happy.

The next important step in the process of

becoming your best version is to come out of your Comfort Zone. You can never grow within your comfort zone. To be stronger and more powerful, you need to step out of your comfort zone. The best way to do is by learning and doing new things everyday. Do something that you fear of, it is how you win over your weaknesses. For example- If you feel you're an introvert, then come out of this comfort zone. Start interacting with people, participate in discussions or debates, Start giving presentations, Join public clubs, etc. This way you can work on yourself to become a better person. Everyone has some weaknesses in them. Important is to figure them out and don't allow them to overpower you. Work on them to exclude them from your life. Trust me, it's very easy to do. All you need is a clear perception and strong desire to do it.

To become your own hero, the most important trait that you must possess is being Fearless. Don't fear to commit mistakes or getting failure. One thing that you should take care of is that you don't repeat the same mistake again. No one is born perfect, everyone is on the track of learning. It is just that how quickly one learns to. If you make a mistake in the journey of meeting your goal, firstly don't justify it. Once you justified your mistake, you give an excuse to yourself that due to this or that particular stimulus, I made this mistake. This is wrong. Have the courage to accept your fault. It is when you accept your mistake, you can transform it. So, any time when a mistake occurs, say to yourself that Yes, I had done in a wrong way



but I can work on it. Learn from that mistake and promise to yourself not to repeat it again. Don't be problem oriented, be Solution-oriented in your life.

The ultimate way to become the best version of you is to know your potential. It is when the situation comes, you get to know how strong you are. Try to find solutions of your problems on your own. Look for ways how you can tackle any particular problem. It helps you to indulge the quality of being Independent. Because when you are dependent on others, you become weaker. Even in simple things like choosing a dress to major decisions of choosing a career, take your decisions independently. You may take others suggestions but the final decision should be

yours. And it should be taken on the factors of your own choice, your interest, your passion and most important you are happy with your decision. Once you are happy with your decision then let the world criticize you, it won't affect you. But, every time you seeks others opinion & advice and taking your life decisions as per their choices, then you are living a life to make them happy and not yourself. Set your goals and aims in life very clearly and keep it on priority. Once you set your objective correctly based on your expertise in any particular field, whatever you like doing, whatever your interest and passion are, then put your hard work to make it happen. Make a commitment to yourself to be the best in it as best as you can. Do anything that gives you happiness and that you love doing. Never pursue anything in comparison to somebody. It also makes you weaker. When



Mr. Viikass Jolly is a motivational speaker, spiritual healer, spiritual guide and life coach. He has counseled more than 100000 students and provided consultation to numerous corporate houses in a span of over 20 years. Several CEO's, management personnel, people from diverse walks of life have taken his consultation and coaching services for attaining their desired targets. He travels extensively across the world to deliver talks on harnessing the power of mind and resolve inner conflicts that hinder us from manifesting desired life. His forte is designing a complete program suited for individuals as well as groups which includes mind programming and related techniques.

His vision is for every person to have a positive self-belief and do a greater good to the community. He helps people unlock and sustain their creative potential and help them be more confident in manifesting their positive ideas. He also hosts an educational radio show on the verses of Gurbani.

Mr. Viikass Jolly awarded as a "Dynamic Leader of the year" from Global Triumph Foundation (Bangkok)

Mr. Viikass Jolly from a very early age was deeply interested in understanding consciousness and powers of human mind. He explored these subjects with several masters and experts. Subsequently he developed his own approach and understanding by years of practice. After graduation he did post graduate degree in religious studies and subsequently devoted his life to the mission of creating awareness on this subject for creating a better human society.

in initial years. Due to the poor financial situation of the family, he had to work as a Bus conductor. But, keeping his dreams in heart, he used to entertain the travellers with his famous actions and mimickers. And one day he found a way towards his dreams and become the king of south cinema. It is very important to have a purpose in your life. Live your life to fulfill that purpose. Make goals for yourself. Put your hard work and effort to achieve it and celebrate your

you do anything in comparison to someone then it is not about fulfilling your dreams but to prove it that you are better than others. Comparison can not bring happiness in any field. You are a unique person having your own set of skills and talents. It is better to put your time and effort in growing your own talents than wasting it in proving better than others. Work on your dreams and motivate others to accomplish their dreams, this way both will be happy.

To become different from other people you need to do things differently. Because if you do what others are doing then how you would be different? A famous quote says that "The purest ore is produced from the hottest furnace and the brightest thunderbolt comes from the darkest storm." Thus, the more you work on making yourself better, the best version of you comes out in action. And the more you work, the more best and the more you work, the ultimate you become. No other person in this world can change you until and unless you are willing to change yourself. No

one can make you happy or successful else than yourself. Thus, all the power lies in your hand. Think about your life, whether you wish to live a life of dependency or victim or you want to become independent and master of your life and destiny. There are many examples of famous people who were not initially accepted by the world to be great but they believe in themselves. They don't accept what world says, they create their life of their own choice. Elbert Einstein, who doesn't need any introduction today. He was expelled from the school because of not able to qualifying exams. But, he didn't lose his hope. The hard work and positive attitude towards life makes him a famous Scientist with the highest IQ level of 160.

The legendary Actor Amitabh Bachan who is known to be evergreen superstar of Bollywood didn't achieved the title in the first go. Initially, he has been rejected by many directors and was criticized for his voice and height. But, his dedication towards his goals and passion to rule the Indian

cinema makes him the biggest superstar of Bollywood today. Similarly, the Superstar of South Cinema, Rajnikant also lead a difficult life

success. A very vital factor to become the best version of you is to love yourself and your dreams. Be assertive and stand by your dreams. Even if the



world criticize you, even if the world says you can't do it, even if the world is against you. At that time, say to yourself it is their opinion, their perspective. I know my power and potential. I may take time to do it but I am sure I will achieve my dreams. You only need one person to support you, motivate you and stand by you in every situation and that is only YOU. Even though if you were born with a silver spoon in your mouth, you should work hard enable to achieve success in life. Hard work is the only shortcut to hard work. Also, hardwork and success are relatively interlinked. All you need to get an answer from yourself today whether I should live this same life or I want to transform my life towards a better tomorrow? Ask yourself a few questions whether:

You want to be somebody who succeeds?

You want to be somebody who build something?

You want to be somebody who people write books about one day?

If your answer is Yes, then you really need to work hard. Because hard work is the only key to success. To achieve success in life, you must have to let go of many comforts and luxuries in life for a better tomorrow. You have to work on yourself for at least 6 months to develop a way of living a successful life. Don't compromise or adjust with the comforts. Shut out all the distractions that pulled you back from your goals. Give up everything that brings you away from your dreams. If you have dreams then don't sit back. Make efforts to happen it. Learn something new to make yourself a new version. Because repetitive or old things won't run in long term. You need to change yourself for the better. Do what energizes you. You know what the reason you're lazy is not because you don't have the ability, you are lazy because your dreams are so small. Keep bigger goals for yourself, don't settle with small successes. Give the best effort to fulfill it. Finish a task that you starts, do it beyond your expectations and take up the task that you fear of. Practicing these 3 traits will help you to increase

your will power. Write down the points that you think are obstacles in the way of your dreams. Leave those habits for your betterment. Be brave enough to do such things. Don't seek others opinion, approval or acceptance for your decisions. If you think you have taken the right decision for yourself then you don't need others stamp on it. Say no to all negative things and people. Don't feel to be rejected by them, tell yourself that I am doing it for my good. Don't just see dreams, make efforts to fulfill it.

Word harder than earlier. Prove others wrong about you by proving yourself right. Today, keep your hand on your heart and say to yourself that I love myself. Before loving anyone else it is important to love yourself. When we love someone what we do for them? We appreciate and motivates them. So from today onwards, you have to appreciate yourself no matter what. If by chance you make a mistake, then say to yourself very calmly and politely that Yes, I did it wrong but I now promise to myself not to do it again. And stand by your promise. It improves your relationship with you.

Make a habit to ask yourself what is right for you and what isn't. Follow your opinions. Be proud of yourself, Make a better life for yourself. Love yourself unconditionally. Make a promise to yourself that you are not going to feel hurt, disrespected, rejected because of anyone. They do what they feel like doing. It is just their opinion or perception. What should I change my good nature because of anyone. When we stick to our own nature of love, compassion, forgiveness, cooperation without being fluctuating due to any stimulus, We radiate happiness to the world while becoming the best version of ourselves. Make your life worth counted. Do something exceptionally in your life that makes a difference to the world. That the world will remember you. You will be alive even after you leave the world. That life is actually worthy.

AS IN LIFE, SO IN THE BUSINESS WORLD

STAND OUT, BE DIFFERENT

AND SHOW THAT DIFFERENCE BOLDLY



INSPIRE GENERATIONS

CORPORATE INVESTMENT TIMES



# ASHOK SHANMUGAM

CO-FOUNDER & CEO, CONNECT2INVESTORS, INDIA AND USA.  
INVESTOR CONNECT, MENTOR CONNECT, GLOBAL CONNECT



## CONCLAVE AND DEMO DAYS



Connect2Investors and many leading Incubation Centers, including GIEC, MIT, MSSW, MCCMR Innovation, AIIRF-EDI, Sathyabama TBI, and Sri Sairam Innovations, have been hosting an in-person event, Connect2Investors Conclave 2022 at Chennai, Tamil Nadu, India on Aug 24th, 25th & 26th that brought in Startup Founders, Investors, Entrepreneurs, Corporate Executives, and Academicians.

India is the third largest Startup ecosystem in the world and quickly climbs up in the unicorns ranking list. India has 107 unicorns with a total valuation of \$ 340.79 Billion. Indian startups are attracting investments from global investors. Connect2Investors Demo Days (Startup Pitches) will start from September 19th onwards. Startups from all sectors (Sector Agnostic) from all over India and Investors across the Globe. They can Pitch to a panel of Juries, and our Juries are Investors, Successful Entrepreneurs, and Executives from top Corporates & Startups.





Mr. Nand Kishore Chaudhary, Chairman & Managing Director, Jaipur Rugs.

A Grand Keynote on Aug 24th was delivered by AGK Karunakaran, TiE Silicon Valley President, and moderated by Preethy Padmanabhan, Advisor, Board Member, and Marketing Executive at



Fresh Works, Silicon Valley, and a few notable Keynote speakers are Mr. Anton Fernando, ATCC, Australia; Mr. Kutral, Nanban Ventures, USA; Prof. Chuck Byers, Leavey Business School (SCU), Silicon Valley; and Mr. Parvez Alam, CEO & Director of CIIC.

First-panel topic was 'How does the Indian Startup Ecosystem help Indian Startups' and Sharmila Devi, Co-Director Startup Grind, Madurai, moderated the session and panelists are Mr. Mohan Raju,

The Connect2Investors Conclave started with lightning the lamp by Prof. Dr. Neelavathy Pari, Dr. Selvakumar, Mr. Mohan Raju, Mr. Nivesh, and Welcome Address by Mr. Ashok Shanmugam, Co-Founder & CEO, Connect2Investors, followed by Grand Keynote, Keynotes, Fireside Keynotes, and Panel Discussions. It was a successful Conclave with more than 50 Indian Speakers, 5 Virtual Speakers from the US, 1 Virtual Speaker from Australia, and one of the Chief guests from Mauritius. We are part of the Indian Startup ecosystem and support the Funding, Mentoring & Networking of Indian Startups. Our Partners are TiE Silicon Valley, TiE Chennai, Six Incubation Partners, ATCC, CTMA, and close to 15 other Partners. We had many Governing and Advisory Council Members, Operating Committee members, Operating Team Members, and Volunteers to make this event successful.

A few notable Chief Guests are Mr. Aroomogam Parasuraman, Ex Education Minister and Ex UNESCO Director, Mauritius; Mr. Mohan Raju, VP, Reliance Jio; Mr. Muthuramaman, Director, EDII;

Vice President & Vertical Head IOT, Reliance Jio, keypoint - The Corporate sector is willing to invest in innovative startups relevant to their industry; Dr. C.R. RENE ROBIN Robin - Director of Innovation, Sai Ram Institutions, keypoint - The Institutions need support from industries to handhold the developing startups under the incubation centers; Mr. Dr. Sampath Dorairajan, Family Business Consultant, keypoint - Nowadays, the new generations of family businesses are evolving to accept innovative business models in their business.

The second-day event started with a Grand Keynote on Aug 25th was delivered by Chinnu Senthilkumar, Managing Director, Exfinity Ventures; and a few

notable Keynote speakers on Aug 25th are Mr. Subramaniam Iyer, Keiretsu Forum, Co-President, Chennai and Singapore; Mr. Mahesh Ramachandran, Investor, Chennai; Prof Dr. Jonathan, SFSU, USA; Dr. Shantha Mohna, Mentor, CMU & Coauthor, Demystifying AI for the Enterprise, Silicon Valley; Dr. Ezhil Vendan, Dean, Vinayaga Missions Medical College; Mr. Venkat Kumaresan, Author, Speaker, and Executive, Chennai; and Mr. Vedanarayanan Vedantham, Marketing Executive, Microsoft.

The third-day event started with encouraging words said by the Principal of MSSW, Mr. Raja Samuels, followed by the Head of the Department of Social Entrepreneurship, Mr. Anthony Stephen. Many key persons delivered keynote speeches in MSSW on 26th August; a few among them are Mr. Arumugam, Mr. Ramasubramaniam, Mr. Nand Kishore Chaudhary, Mr. Ajit Mathai, Mr. John Rajkumar, and Mr. Karthik Shiva. They all covered diverse topics, but the underlying theme was the importance of social enterprises and the key to their sustainability. The overall session was an eye-opening and thought-provoking experience, to say the least.



The fourth-panel topic was 'Social enterprises - attractions, hurdles and requirements in society/market' Prof. Jackson was the moderator of the session, and the panelists were Ms. Archana Stalin, founder of My Harvest. key points -Entrepreneurship is glorified, but challenges are





the same everywhere, so just go for it. My harvest basically is feeding healthier families, happier farmers, and a better world. Mr. Vasant Tamilselvan, founder and CEO of Airo Wooden Toys. Key points -Explore the market and take one step at a time. There are three checkboxes: Just see how big a problem is. Is there a bias for it? and are you the right person to solve it?; Mr. Rishi, Founder and CEO of Symbiotic Chennai. key points - Be very clear in the ask, keep on presenting back-to-back, and Have confidence in your product. Having a big vision never fails you.

The fifth-panel topic was 'Entrepreneurship for profits' Prof. Pravin of the Social Entrepreneurship department of MSSW moderated the session. The panelists were Mr. Ajith Mathai from mbyom, Mr. John Rajkumar from Maitthree, and Mr. Karthick shiva from Thuvakkam. The key takeaway was that profit-making is also one of the ultimate



aspects of creating social change through social entrepreneurship.

The three-day event concluded with the Valediction, Felicitation, and a Vote of thanks by Mr. Ashok Shanmugam, CEO, Connect2Investors, and Dr. Mohamed Adil, CEO of GIEC, VMRF.

Thanks to all the Sponsors, Chief Guests, Speakers, Partners, Investors Partners, Governing & Advisory Council Members, Operating Team Members, and Volunteers for their gracious presence, support, and cooperation which made the Connect2Investors Conclave 2022 a great successful event. Special thanks to Dr. Mohammed Adil, Dr. Aarthi Ram, Mr. Daniel Prabhakaran, Mr. Gautham Palaniswamy, and Prof. Dr. Neelavathy Pari.

# THE MERGE PROOF OF STAKE VS PROOF OF WORK



DIGITAL ASSETS INVESTMENT BANKER, KEYNOTE  
SPEAKER, MARKETER INVESTOR, ONLINE AND REAL  
ESTATE ENTREPRENEUR, MUSIC PRODUCER

# ADRIAN NICULESCU

The most important event of this period in the crypto markets is The Ethereum Merge.

The crypto market is still in its inception, like the dot com bubble was in the early 90's, nowadays evolving towards verticals like metaverse, NFTs, and new business models, and financial digital assets distribution avenues. It is still a small market, with a limited adoption (less than 3% of the world's population), that's why it is very easy to be moved up, and down by a tweet, a company crash, or rumours. While there are professionals playing with the users' funds in questionable manners, there are others who are tirelessly building the infrastructure for the future. Still the crypto market looks like a playground for geeks, and very technical people, but let's not forget that the majority of us are non-technical people, so the crypto education has to speak our language.

Crypto is considered The New Wall Street, I get that, and more, and more people from other industries just want a piece of this sometimes sweet, other times bitter pie. It is not easy to cope with the market's volatility, so you need to be mentally prepared both to see some nice profits, but also crashes right before your eyes.

I have my own theory, about the fact that what you see on the screen in the crypto market is an illusion. That's why it is very important also for the non-technical people to understand what is happening in this market, and remain with the sanity intact while navigating the volatile waters. There are defining moments for this young market, and one of the most important ones is unfolding right before our eyes.

Basically, The Merge is somehow similar with what has happened in the IT departments of businesses where entire racks of hardware were replaced with cloud infrastructures accessed via usernames &

passwords.

Ethereum's native coin, Ether (ETH), has grown immensely in value since its creation in 2015. Launched by computer programmer Vitalik Buterin, Ether has increased in price from \$0.311 at its 2015 launch to around \$4,800 at its highest late last year – with plenty of volatility along the way.

The Ethereum Merge is a network update to transition Ethereum from Proof-of-Work (PoW) to Proof-of-Stake (PoS) consensus mechanism. There is an expected 99% reduction in energy costs associated with processing Ethereum transactions. It will result in Ethereum 2.0, a new version of Ethereum.

Experts have also said the merge has potential to boost the value of Ethereum (not financial advice), which like Bitcoin is facing ongoing challenges amid broader economic uncertainty. So Ethereum prices could still rise in the coming days, and they could also fall.

The switch will move the entire blockchain over to new Proof-of-Stake validator nodes which require staking or locking up, 32 Ether (ETH) to join.

Ether coins will remain exactly the same for investors, and there should be no change to the operations of Ethereum-based applications.

During the merge, users are not be able to transfer Ethereum-based assets.

Since inception, Ethereum has been secured with a Proof-of-Work (PoW) consensus mechanism, requiring hardware processing power to solve complicated math equations in a competitive

process to mine the next block in the Ethereum blockchain. The transition to Proof-of-Stake (PoS) will remove the need for mining nodes to compete for block rewards, and instead requires node operators to stake 32 Ether (ETH) as collateral to become network validators to earn rewards.

The issuance of Ethereum as block rewards will also be significantly reduced. Currently, there are about 13,000 Ether mined per day. After the merge, that number will drop to about 1,600 Ether rewarded per day. This is a 90% reduction in Ether issuing, slowing the inflationary growth of Ether.

After years of delays, the Ethereum Merge is happening this September.

In proof-of-work, miners prove they have capital at risk by expending energy. In proof-of-stake, validators explicitly stake capital in the form of ether into a smart contract on Ethereum. This staked ether then acts as collateral that can be destroyed if the validator behaves dishonestly or lazily.

**Is proof of work better than proof of stake?**

One of the biggest differences between proof of stake and proof of work is the amount of electricity used. A big complaint from

cryptocurrency critics is the electricity use. Proof of work uses significantly more energy because of its authentication model that uses high-powered computers.

One of the biggest criticisms of PoS is that it is less secure than PoW. Because PoS does not require miners to expend energy in order to participate in the consensus process, it is possible for individuals with malicious intent to take control of the network by acquiring a large number of stake tokens.





is randomly selected to be a block proposer in every slot. This validator is responsible for creating a new block and sending it out to other nodes on the network. Also in every slot, a committee of validators is randomly chosen, whose votes are used to determine the validity of the block being proposed.

Pros & Cons for PoS on The Ethereum Merge:

Pros

# Staking makes it easier for individuals to participate in securing the network, promoting decentralization. validator node can be run on a normal laptop. Staking pools allow users to stake without having 32 ETH.

# Staking is more decentralized. Economies of scale do not apply in the same way that they do for PoW mining.

# Proof-of-stake offers greater crypto-economic security than proof-of-work

# Less issuance of new ether is required to incentivize network

participants

Cons

# Proof-of-stake is younger and less battle-tested compared to proof-of-work

# Proof-of-stake is more complex to implement than proof-of-work

# Users need to run three pieces of software to participate in Ethereum's proof-of-stake.

<https://adrianniculescu.substack.com>

The real danger of PoS is hacking the control over coins staking delegation. You could still hold the cryptocurrency while the staking power is used to create attacks on the network. This would cause network centralization, which defeats the whole point of decentralized blockchains.

Whereas under proof-of-work, the timing of blocks is determined by the mining difficulty, in proof-of-stake, the tempo is fixed. Time in proof-of-stake Ethereum is divided into slots (12 seconds) and epochs (32 slots). One validator

AS IN LIFE, SO IN THE BUSINESS WORLD  
STAND OUT, BE DIFFERENT

AND SHOW THAT DIFFERENCE BOLDLY



INSPIRE GENERATIONS

CORPORATE INVESTMENT TIMES

# SOLVING AND GETTING OUT OF A PROBLEM

When solving crises, the first step is the most important, if we make a mistake with the first step, it is better to withdraw immediately.

The crisis can be solved by those who are not burdened with the problem. That is why it is always advisable in companies to hire a crisis management team, a group of external consultants or a consultant to cut the "Gordian knot", calm the terrain (communication, atmosphere, organization) and prepare the ground for a new organization. Then there must be a leadership or a guide to bring the new organization to life. This person is actually the new director.

Every day I hear the sentence: "How do I solve the crisis? The answer can be very simple when we know who caused the crisis. It is of course more difficult to solve. But the first condition we have to be aware of is that every crisis is solvable. The most difficult thing is to solve the crisis that we ourselves have caused. We make the biggest mistake when we start to solve the crisis that we ourselves have caused, because the result will be an even bigger crisis.

ACADEMICIAN PROF. SIR DDR.SC. DDR.HC. DIPL.BS,  
PSYCHOTHERAPIST, MBA, DBA  
NOBEL PRIZE NOMINEE/AUTHOR OF THE DYNAMIC  
LEADERSHIP MODEL

ACADEMICIAN PROF. DDR.  
MILAN KRAJNC





If we are the ones who caused the crisis and still want to lead the company forward (especially if we are the owners of the majority capital in that company), we have to change the patterns of behavior that caused the crisis in the company. This can be done during the restructuring of the company. In this way, the company and the director are “rehabilitated” at the same time.

First, the director must learn to get out of the problem. This means looking at himself and the company as a third party. Because while he is working in a company, the director starts to look at the company as one of his body organs and no

longer pays attention to the mistakes that occur.

**Short exercise:**

Let’s try to imagine that our image is sitting opposite us and consider it as a third person, a person we do not know, and slowly start to describe it. What do we see in her, what do we think about her clothes, her attitude, her facial expression, what do we think about her life goals, what does she expect from the day, how does she feel, how does she react in certain situations... in short, as you have already noticed, we gradually shift our attention to other areas as we get to know ourselves in other ways.

Such a conversation should last at least 30 minutes, several days in a row.

After this time we will be very clear, and above all it is advisable to change the daily place. Of course, we will not solve the crisis overnight in this way, but we will gradually begin to recognize the real problems and their causes, i.e. we will gradually be able to begin to eliminate them. However, the process may take too long, so I advise you to seek an external consultant or therapist.

If I do a recap. If you feel that something is going wrong, or if your colleagues, close, business

partners are dissatisfied, stop the regular activities, but do not make any drastic changes at this point, but we need to take time to think and get out of the problem.

If heaven is successful, seek outside help. Remember that any crisis is solvable, even if it seems impossible at this moment.

**BRAND POSITIONING  
IS NOT IMPORTANT**

**IT'S CRITICAL**

**INSPIRE GENERATIONS**

**CORPORATE INVESTMENT TIMES**