the CORPORATE
INVESTMENT
TIMES

NOVEMBER 2019

WORLD'S TOP NEXTGEN INVESTMENTS MAGAZINE

LEAD VENTURES

Your Royal Business Partner

Brady Williams
Head Of U.S. Operations
SHORTEX CryptoExchange

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CORPORATE INVESTMENT TIMES

FORWARD ▶▶▶

Welcome

Message from the Group CEO

To really make a difference in the world

To really make a difference in the world, we have to help people change the way they perceive opportunities. Global betterment is a mental process, not one that requires huge sums of money or a high level of authority but the will of a person and the right direction.

Difference that you can cause to happen has to be psychological. So if you want to see real change, stay persistent in educating everyone you know on how similar we all are than different. Don't only strive to be the difference you want to see in the world, but also help all those around you see the world through commonalities of your ideas so that they would want to merge with you.

This is how communities evolve to become better. This is how you can make a difference in the world. The need of evolving is everyone's main common goal.

On 1st of September 2018 we started working on something that would help the 'traditional investor' delve into the field of crypto investments, ICOs, IEO among others… and this was how Crypto Investment Times was born. The primary vision to help bridge the gap between traditional and crypto investing thus came into being.

And with a tremendous support from community pioneers, experts, advisors and mentors and ofcourse our avid readers the magazine reached over 70-80 thousand downloads every single month in the last 11 editions with a combined social outreach/readership of over 1000000.

So, further expanding the primary vision of bridging the crypto to traditional market divide we have now decided that the logical next step in the course of our evolution would be to evolve into something bigger, something spanning the entire financial sphere while not limiting itself to any particular market, country or community.

Gareema aka RIMA M

It is with pride and much eagerness that I present to you the evolved version of our magazine, "The Corporate Investment Times".

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the Way Forward

Developing communities and while creating oppurtunities for everyone to grow. The vision of Corporate Investment Times stands steadfast to focusing on people, business houses, companies and organisations who matter to the growth of the community

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The Office Of

الشيخ سُلطان بن عبدِ اللَّه بن سُلطان القاسِمِي

Sheikh Sultan Bin Abdullah Bin Sultan Qasimi

Your Royal Business Partner

UAE The UAE is fast becoming (if not already is) the business hub of the region, attracting start-ups as well as market leaders from around the world to set up base in the land of opportunity, the United Arab Emirates.

LEAD Ventures the Office of Sheikh Sultan bin Abdullah Al Qasimi, was formed to attract and support the most promising and accomplished businesses from around the world to choose the UAE as their next destination for expansion into the MENA region, carefully assessing and selecting strategic partners across all sectors and industries, utilizing their full potential in achieving success.

The team with their collective and diversified experience and on going efforts have created a platform that today operates with 5 core pillars, pillars that enhances our partners brand and strengthens their strategic approach in the aim of achieving quick wins and ultimately solidifying their sustainable growth into the region.

In efforts to consistently provide our partners with the valued support they need, the LEAD Ventures team formed several collaborations with multi-national entities in the private and public sectors, aiming at gathering HNWI, key decision makers, relevant organizations and VIPs, all under one roof, to create invaluable and unique business opportunities.

Some of the most recently announced collaborations include the World Blockchain Summit by Trescon, the Ritossa Family Summits and the Mohammed Bin Rashid Knowledge Foundation.

Mr. Mohamed Al Banna, the CEO and Managing Director of LEAD Ventures, a thought leader and visionary with an immense passion of sharing his formula for success, along side his two Associate Directors Ms Nathalie Barakeh and Mr Faris Al Tahtamooni, form the LEAD Ventures Management.

LEAD VENTURES
The Office Of Sheikh Sultan Bin Abdullah Bin Sultan Al Qasimi

A platform of opportunity, legacy, excellence and brilliance that will cater to the International and regional markets, aiming to create rare opportunities and strategic collaborations, with selective companies in the world to all seven Emirates, highlighting their unique offerings and undiscovered potential.

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The Vision & Mission

LEAD's vision is to globalize its reach to become the number one trusted Business Bridging & Strategic Partner, to unique and innovative industries, not only in the UAE but the MENA region as well.

LEAD's mission is to deliver the best in class, one stop shop, service to our partners. We are committed to delivering actions, not words, that will put our partners where they have never been before.

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Nathalie Barakeh

**Associate Director
Strategic Partnerships** ←

Having over a decade of experience in the banking industry, in credit risk management, corporate banking, retail, and wealth management, with one of the largest International banking organizations in the world, Nathalie has spent the last few years diversifying her career path venturing into business and market strategy with a very successful track record, broadening her network with international public and private entities and knowledge of the UAE market to support the spectrum of businesses looking at the UAE as their next destination, with a key focus on the Education and Fintech sectors.

She is an environmentalist and an advocate of economic sustainability.

Faris Al Tahtamooni

→ **Associate Director
Strategic Partnerships**

With an educational background in Mechanical and Aerospace Engineering and ranked as one of the top 10 engineers in ME, Faris initially joined the engineering workforce in the UAE before he found his passion for business and sales. Surrounded by entrepreneurs and successful businessmen, Faris was able to leverage on their knowledge and adapt to the new shift in his career path which made him standout and gain over 5 years of sales, business consultancy and team leading experience.

Al Tahtamooni is now a recognized public speaker in multiple family office summits representing royal family members and a seminar speaker for undergraduates in educational institutes.

MOHAMED AL BANNA

" Under the umbrella of The Office of His Highness Sheikh Sultan Bin Abdullah Bin Sultan Al Qasimi, LEAD Ventures is pioneering the local market hand in hand with our Diversified Partners. We envision building an ecosystem of key players who will, alongside us, effectively penetrate the UAE and reach desired aspirations in little time.

We live in a modern world where your network is your net worth and contacts bring contracts. Bridging the connection between the right people is a crucial part of the puzzle.

We assure go-to-market strategies that open doors to astute opportunities and skyrocket closure rates."

CEO and Managing Director
LEAD Ventures

With a very distinctive and passionate outlook on business, Mohamed Al Banna has spent the last 17 years developing his knowledge, skills, and experience in various sectors of business in the UAE, with a keen interest in Real Estate, Banking, Technology, and Automotive. Al Banna started his career as an investment banker with several UAE prominent financial institutes where he has gained vast majority of his experience in Sales and Leadership positions. From there, Al Banna developed an interest in the Real Estate market and deployed capital at the booming years of Real Estate in Dubai which resulted in his further expansion to start other businesses in construction, design and F&B sectors.

His persistence and determination for success has become a testament to the strong network he has built and real success stories he created, a true believer of "Law of attraction".

Empowering the Future of BLOCKCHAIN AND Innovative Technology

Supporting the adoption and growth of the global blockchain eco system while providing access to capital and resources to untapped communities.

Working with companies in Blockchain, AI, AR/VR and other innovative technologies that need to refine their go-to-market concepts and create new business models and the related strategies to increase their success. Focused on helping launching products and services globally, while learning from you what you need and helping you create a positive shift in accordance with your goals.

https://www.infiom.com/

— Let's accelerate your venture to the next level! —

https://www.infiom.com/

Blockchain Development and Acceleration

Every journey starts with an idea, but achieving it is massively complex.

Every journey starts with an idea, but achieving it is massively complex. We help you convert your vision into reality because overcoming obstacles is our specialty.

With decades of combined experience with both early stage companies and developing new business strategies for Fortune 500 companies, we save you valuable time and convert ideas into conclusive decisions to strategically take your appropriate next steps.

We work with companies in Blockchain, AI, AR/VR and other innovative technologies that need to refine their go-to-market concepts and create new business models and the related strategies to increase their success. We're focused on helping you launch products and services globally, and we'll learn from you what you need and help you create a positive shift in accordance with your goals.

We created a global network

Our Core Services

Advisory services on business models, plans and strategy

Revision of presentations, website content and messaging

Token models and jurisdiction review

Global crowd aggregation and crowdsale strategies and partnerships

Global product and service distribution strategies

Creation of presentations for your business to increase sales and other revenue streams

Business development focused on multiple sources of revenue

Strategic partnerships

Access to global investor networks

Access to global Fortune 500 and top tier blockchain companies for partnership and other business development opportunities

Assistance with management team and Board selection

SPONSORED CONTENT

Creating a global network of partners in the blockchain and other innovative technologies spaces with top tier accelerators, blockchain centers, companies and corporate enterprise partners.

Brady Williams

Head Of U.S. Operations | Blockchain Expert | Advisor | Fintech

A dynamic and competitive leader. By using his unique vision and strategic knowledge he has helped improve businesses & raise needed capital. With an extensive track record of proven results centred on creating positive disruption in both the stasis quo and the markets he's in. His methodology of success is grounded on utilizing leadership & creativity.

Known as a pioneer of innovation within his community who will leverage his wealth of expertise to better shape others has afforded him the opportunity to lead and develop both high performing individuals and teams for complex organizations. This unbreakable sensitivity to the needs of industries, and emerging technologies has given him the opportunity to work with small, medium and large enterprises alike.

"Success is never truly achieved alone." So by being a thought leader to change he's been paid and rewarded with the highest level of satisfaction!

of partners in the blockchain and other innovative technologies spaces with top tier accelerators, blockchain centers, companies and corporate enterprise partners.

Our Mission

Supporting the adoption and growth of the global blockchain eco system while providing access to capital and resources to untapped communities.

Our Focus Areas

The technology industry often loses sight of the available talent. We should live in a meritocracy and we're committed as part of our mission to seeking out and

supporting entrepreneurs, investors, business partners, and community members who provide diversity and a new perspective to the future of technology.

The Vision

We believe in global blockchain and disruptive technology adoption that will benefit untapped communities and provide access to capital and resources for all.

Infiom accelerates blockchain and disruptive technology adoption globally by connecting entrepreneurs, investors, top tier blockchain and disruptive technology companies, Fortune 500

companies and the community through exclusive networking events and a global accelerator network.

Founders, CEOs, corporate blockchain and other disruptive technology leaders are invited to pitch their projects to investors and business development partners, and investors and strategic partners get an inside look at some of the most exciting up-and-coming blockchain and disruptive technology ventures and initiatives.

We create communication, connection, and collaboration between our members globally via our online network and social media channels so members can share insights, opportunities, skills, and deal flow from different global markets.

Minority-Owned Firms Receive Smaller Equity Investments than Non-Minority Firms

"Look in 2017 only 2.2% of venture capital (VC) funding went to suport women led businesses. $1.9 billion in funding trying to compete $83.1 billion founded toward men. The average amount of new equity investments was $3,379 for minority firms, which is 43 percent of the non-minority level. The average amount of new equity investments was $7,274 for minority firms with high sales, which was only 38 percent of the non-minority level according to 2003 data from the Survey of Small Business Finances.

Minority owned or led buisness yeild the same if not more than there counterparts while women owned or led even out performed! This untapped community we refer to at Infiom are the same community's that have been over looked by previous generations. If we are not mindful and take action the same can be said of our generation looking back.

If you believe that the converging of these technologies disrupt the statis quo in what's currently established you're right! This disruption also includes the way we define who or what an entrepreneur "Looks like". At Infiom we believe thats and important and over looked and unfunded piece of the puzzle to shape the emerging tech and the ever changing ecosystem it lives."

–Brady Williams

Mariana Danilovic

Managing Director

Malibu, California

Mariana Danilovic, Managing Director, Infiom Ms. Danilovic manages Infiom, a global blockchain, DLT, AI, AR/VR, quantum computing and other disruptive technologies accelerator focused on later stage ventures. Infiom partners with Fortune 500 companies and global accelerators to enable adoption and further acceleration of the blockchain and other disruptive technologies markets.

Prior to Infiom, Ms. Danilovic joined Michael Terpin's BitAngels network in 2018 as a Managing Director to globally relaunch the blockchain angel investor network

originally formed in 2013.

Ms. Danilovic is also the Founder and CEO of Hollywood Portfolio, a crowd-centric accelerator launched in 2001 that develops and operates Entertainment, Augmented, Virtual Reality, Artificial Intelligence, and digital media start-up companies. Through Hollywood Portfolio and Infiom, Ms. Danilovic launched and helped develop numerous technology and digital media companies, and served as the CEO and Director of ultralivetv, served on the Board of Directors of Emerge Digital, serves on the Board of Directors of Vortex Immersion, Board of Advisors of Knowbella Tech, Transmosis, NightFlight, VARcrypt, Scanta, WeScreen, and SuperWorld.

Ms. Danilovic was the EVP Business Development for NTN Buzztime, Inc. (AMEX:NTN) and Head of Business Development, Content Aggregation and Programming for MediaZone, a broadband video company owned by NASPERS media conglomerate. She also founded and directed the Digital Media Incubator at KPMG LLP, which launched about two-dozen technology and digital media companies. The companies Ms. Danilovic helped develop received institutional funding from KPCB, Sequoia Capital, Hummer-Winblad, Constellation Partners, Softbank, North Star Ventures, HP, and Intel.

Ms. Danilovic headed business development for Peter Guber's Mandalay Entertainment and was on the management team of the venture fund at Sony Pictures Entertainment, investing in media companies worldwide. Ms. Danilovic also woWrked for Michael Milken's Knowledge Exchange and at the Twentieth Century Fox International Television Group. She serves on the Board of Directors of C3, the Arts and Media Node of the Millennium Project, served on the Board of Directors of the Producers' Guild of America, and is a member of the Academy of Television Arts and Sciences.

She previously served on the Board of Directors of Tim Draper's Zone Club and was a member of former Los Angeles Mayor Richard Riordan's Digital Coast Roundtable. Mariana earned a Masters in Business Administration from the Anderson Graduate School of Management at UCLA, and a Bachelor of Arts degree in Mathematics, with a Minor in Biomedical Engineering from University of California, San Diego.

"BIGGER ATTENTION SPANS"

The digital age has pretty much killed the human attention span. We surf the web with six different tabs open while someone is instant messaging us, another is texting us, and "The Walking Dead" is on the TV in the background.

We're simply not as receptive to all of the digital advertising happening around us.

Print readers, on the other hand, don't typically multitask when they read a magazine or newspaper, making them far more receptive to the ads within the publication.

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THE COLUMNIST

BLOCKCHAIN: FACTS AND MYTHS

QUANTUM COMPUTING

Asymmetric cryptography used in crypto relies on keypairs, namely a private and public key. Public keys can be calculated from their private counterpart, but not the other way around. This is due to the impossibility of certain mathematical problems.

Quantum computers are more efficient in accomplishing this by magnitudes, and if the calculation is done the other way then the whole scheme breaks

IoT-Blockchain -AI Expert Faculty Author | Keynote Speaker

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

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

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

Ahmed
BANAFA

Quantum Computing and Blockchain: Facts and Myths

The biggest danger to Blockchain networks from quantum computing is its ability to break traditional encryption.

Google sent shockwaves around the internet when it was claimed, had built a quantum computer able to solve formerly impossible mathematical calculations–with some fearing crypto industry could be at risk. Google states that its experiment is the first experimental challenge against the extended Church-Turing thesis — also known as computability thesis — which claims that traditional computers can effectively carry out any "reasonable" model of computation.

What is Quantum Computing?

Quantum computing is the area of study focused on developing computer technology based on the principles of quantum theory. The quantum computer, following the laws of quantum physics, would gain enormous processing power through the ability to be in multiple states, and to perform tasks using all possible permutations simultaneously.

A Comparison of Classical and Quantum Computing

Classical computing relies, at its ultimate level, on principles expressed by Boolean algebra. Data must be processed in an exclusive binary state at any point in time or bits. While the time that each transistor or capacitor need be either in 0 or 1 before switching states is now measurable in billionths of a second, there is still a limit as to how quickly these devices can be made to switch state.

As we progress to smaller and faster circuits, we begin to reach the physical limits of materials and the threshold for classical laws of physics to apply. Beyond this, the quantum world takes over. In a quantum computer, a number of elemental particles such as electrons or photons can be used with either their charge or polarization acting as a representation of 0 and/or 1. Each of these particles is known as a quantum bit, or qubit, the nature and behavior of these particles form the basis of quantum computing.

Quantum Superposition and Entanglement

The two most relevant aspects of quantum physics are the principles of superposition and entanglement.
Superposition: Think of a qubit as an electron in a magnetic field. The electron's spin may be either in alignment with

the COLUMNIST

Hot Technologies in 2020 and Beyond

Prof. Ahmed Banafa
IoT-Blockchain-AI Expert | Faculty | Author | Keynote Speaker
CA, USA

the field, which is known as a spin-up state, or opposite to the field, which is known as a spin-down state. According to quantum law, the particle enters a superposition of states, in which it behaves as if it were in both states simultaneously. Each qubit utilized could take a superposition of both 0 and 1.

Entanglement: Particles that have interacted at some point retain a type of connection and can be entangled with each other in pairs, in a process known as correlation. Knowing the spin state of one entangled particle - up or down - allows one to know that the spin of its mate is in the opposite direction. Quantum entanglement allows qubits

that are separated by incredible distances to interact with each other instantaneously (not limited to the speed of light). No matter how great the distance between the correlated particles, they will remain entangled as long as they are isolated. Taken together, quantum superposition and entanglement create an enormously enhanced computing power. Where a 2-bit register in an ordinary computer can store only one of four binary configurations (00, 01, 10, or 11) at any given time, a 2-qubit register in a quantum computer can store all four numbers simultaneously, because each qubit represents two values.

If more qubits are added, the

increased capacity is expanded exponentially.

Difficulties with Quantum Computers

- Interference - During the computation phase of a quantum calculation, the slightest disturbance in a quantum system (say a stray photon or wave of EM radiation) causes the quantum computation to collapse, a process known as de-coherence. A quantum computer must be totally isolated from all external interference during the computation phase.
- Error correction - Given the nature of quantum computing, error correction is ultra-critical - even a

single error in a calculation can cause the validity of the entire computation to collapse.
- Output observance - Closely related to the above two, retrieving output data after a quantum calculation is complete risks corrupting the data.

What is Quantum Supremacy?

According to the Financial Times, Google claims to have successfully built the world's most powerful quantum computer. What that means, according to Google's researchers, is that calculations that normally take more than 10,000 years to perform, its computer was able to do in about 200 seconds, and potentially mean Blockchain, and the encryption that underpins it, could be broken. Asymmetric cryptography used in crypto relies on keypairs, namely a private and public key. Public keys can be calculated from their private counterpart, but not the other way around. This is due to the impossibility of certain mathematical problems. Quantum computers are more efficient in accomplishing this by magnitudes, and if the calculation is done the other way then the whole scheme breaks.

It would appear Google is still some way away from building a quantum computer that could be a threat to Blockchain

cryptography or other encryption.

"Google's supercomputer currently has 53 qubits," said Dragos Ilie, a quantum computing and encryption researcher at Imperial College London.

"In order to have any effect on bitcoin or most other financial systems it would take at least about 1500 qubits and the system must allow for the entanglement of all of them," Ilie said.

Meanwhile, scaling quantum computers is "a huge challenge," according to Ilie.

Blockchain networks including Bitcoin's architecture relies on two algorithms: Elliptic Curve Digital Signature Algorithm (ECDSA) for digital signatures and SHA-256 as a hash function. A quantum computer could use Shor's algorithm [8] to get your private from your public key, but the most optimistic scientific estimates say that even if this were possible, it won't happen during this decade.

"A 160-bit elliptic curve cryptographic key could be broken on a quantum computer using around 1000 qubits while factoring the security-wise equivalent 1024-bit RSA modulus would require about 1500 to 2000 qubits".

By comparison, Google's measly 53 qubits are still no match

for this kind of cryptography. According to research paper on the matter published by Cornell University.

But that isn't to say that there's no cause for alarm. While the native encryption algorithms used by Blockchain's applications are safe for now, the fact is that the rate of advancements in quantum technology is increasing, and that could, in time, pose a threat. "We expect their computational power will continue to grow at a double exponential rate," Google researchers.

Quantum cryptography?

Quantum cryptography uses physics to develop a cryptosystem completely secure against being compromised without knowledge of the sender or the receiver of the messages. The word quantum itself refers to the most fundamental behavior of the smallest particles of matter and energy.

Quantum cryptography is different from traditional cryptographic systems in that it relies more on physics, rather than mathematics, as a key aspect of its security model.

Essentially, quantum cryptography is based on the usage of individual particles/waves of light (photon) and their intrinsic quantum properties to develop an

of two insanely huge prime numbers. The numbers are chosen to be so large that, with the given processing power of computers, it would take longer than the lifetime of the universe for an algorithm to factor their product.

Encryption techniques have their vulnerabilities. Certain products – called weak keys – happen to be easier to factor than others. Also, Moore's Law continually ups the processing power of our computers. Even more importantly, mathematicians are constantly developing new algorithms that allow for easier factorization Quantum cryptography avoids all these issues. Here, the key is encrypted into a series of photons that get passed between two parties trying to share secret information. The Heisenberg Uncertainty Principle dictates that an adversary can't look at these photons without changing or destroying them.

"In this case, it doesn't matter what technology the adversary has, they'll never be able to break the laws of physics," said physicist Richard Hughes of Los Alamos National Laboratory in New Mexico, who works on quantum cryptography.

unbreakable cryptosystem (because it is impossible to measure the quantum state of any system without disturbing that system.) Quantum cryptography uses photons to transmit a key. Once the key is transmitted, coding and encoding using the normal secret-key method can take place. But how does a photon become a key? How do you attach information to a photon's spin?

This is where binary code comes into play. Each type of a photon's spin represents one piece of information -- usually a 1 or a 0, for binary code. This code uses strings of 1s and 0s to create a coherent message. For example, 11100100110 could correspond with h-e-l-l-o. So a binary code can be assigned to each photon -- for example, a

photon that has a vertical spin (|) can be assigned a 1.

"If you build it correctly, no hacker can hack the system. The question is what it means to build it correctly," said physicist Renato Renner from the Institute of Theoretical Physics in Zurich.

Regular, non-quantum encryption can work in a variety of ways but generally a message is scrambled and can only be unscrambled using a secret key. The trick is to make sure that whomever you're trying to hide your communication from doesn't get their hands on your secret key. Cracking the private key in a modern crypto system would generally require figuring out the factors of a number that is the product

Dr. Jane
Thomason

The Blockchain Regulation Conundrum

"While regulation and consumer protection is vital, regulation should not quell the greatest innovations. Conventional regulatory approaches are insufficient for the new digital world. New and powerful technologies demand a new approach and one that is co–developed with industry."

Over the past decade, Blockchain technologies have been growing rapidly, especially in the financial sector. This has created challenges for traditional regulators including:

- Legal jurisdiction and issues of territoriality; By definition, shared distributed ledgers have no specific location. In terms of jurisdiction and applicable law, territoriality and liability constitutes a problem; each network node may be subject to different legal requirements and there may be no party ultimately responsible for the distributed ledgers and the information contained therein

- Blockchains are considered to be immutable;   While there is wide consensus among the cryptographic community regarding the practical immutability of blocks in a well-defined Blockchain, there is as yet no legal recognition of this.

- "The Right to be Forgotten"; the tamper-proof aspect of Blockchains clashes with the GDPR enshrined right for any EU citizen to have personal information stored on external databases deleted should they wish.

- Legal recognition of documents or financial instruments stored on or issued upon Blockchains; local recognition of native financial instruments (such as bonds) and inclusion in a Blockchain of a deed declaring ownership or the existence of an asset represents genuine proof of ownership or the real existence of said asset is required.

- Smart contracts; as far as jurisdictional issues are concerned, there is not only the issue of whether the distributed ledger has a specific location, but whether signatories to the contract are subject to different laws under their respective

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jurisdictions. As well as the obvious possibility of one of the contracting parties breaching the contract, there is a chance that the contract itself may be flawed, either due to coding errors or design errors. Thus, when a smart contract fails to work as expected, which party would be liable?

There are also concerns regarding privacy, security, risk management and governance, and complex problems to be resolved regarding the regulatory treatment of tokenised assets on the Blockchain. The development of international standards are also required regarding terminology and to enable interoperability of Blockchains with legacy systems and the facilitation of productive conversation between all stakeholders. This paper introduces the common legal and regulatory challenges related to the integration of Blockchains in a public context and the global work undertaken in standards development and regulatory innovation to support its progress, and future challenges.

Background

In 2014 the Law Library of Congress recorded 40 countries managing the regulatory issues surrounding cryptocurrencies, today those countries number 130. Cryptocurrencies across the world are variously called; digital currency (Argentina, Thailand, and Australia), virtual commodity (Canada, China, Taiwan), crypto-token (Germany), payment token (Switzerland), cyber currency (Italy and Lebanon), electronic currency (Colombia and Lebanon), virtual asset (Honduras and Mexico) and the G20 now calls it a crypto asset.

Regulatory concerns regarding cryptocurrency tend to be around the volatility of crypto markets as contrasted with government-backed fiat currency, the nature of their use in connection with illicit or illegal activities, the unregulated nature of cryptocurrency exchanges and the absence of legal recourse in the event of any financial loss incurred. Countries such as Australia, Canada, and the Isle of Man recently enacted

laws to bring cryptocurrency transactions and institutions that facilitate them under the ambit of money laundering and counter-terrorist financing laws. Some countries have gone further and imposed restrictions on – or banned - investments in cryptocurrencies or imposed restrictions on financial institutions from facilitating transactions involving cryptocurrencies (Bangladesh, Iran, Thailand, Lithuania, Lesotho, China, and Colombia). Some countries have viewed their impact as too nominal to warrant regulation and/or a ban at this juncture (Belgium, South Africa, and the United Kingdom).

A variety of responses has also been recorded in response to Initial Coin Offerings (ICOs) - the use of cryptocurrencies as a method to raise funds. Some countries ban ICOs altogether (China, Macau and Pakistan), and some regulate them by categorising the token as a debt security, equity security, managed investment product, or derivative on a case-by-case basis for the purposes of taxation. The US Securities and Exchange Commission published their framework for determining whether a digital asset is a security in 2019; briefly, does it pass the Howey test? (Has someone invested monies into a common enterprise expecting a profitable return by the efforts of a third party?)

Some countries are developing a cryptocurrency-friendly regulatory regime to attract investment and innovation, countries like Spain, Belarus, the Cayman Islands, Luxemburg, San Marino and Bermuda. Some countries are developing their own system of cryptocurrencies; reportedly, the Marshall Islands, Venezuela, the Eastern Caribbean Central Bank (ECCB) member states, Lithuania and China.

A key challenge for regulators is the decentralisation of the financial system and the ability to manage economic stability and protect consumer interests in the event of this occurrence. Decentralising the provision of financial assets, services, decision-making and record-keeping poses unknown risks for regulators and international bodies. Applications that decentralise risk-taking, decision-making, and record-keeping have yet to achieve economically significant scale, yet technologies that facilitate decentralisation along one or two of these dimensions have potential to have a noticeable economic impact. There are already examples emerging of decentralisation in payments and settlement, capital markets, trade finance and lending.

While the application of decentralised financial technologies – and the decentralised financial system to which they give rise – could

benefit financial stability it may also lead to greater competition and diversity in the financial system, reduce the systemic importance of some existing entities and entail risks to financial stability. These include the emergence of concentrations in the ownership and operation of key

infrastructure and technology. A more decentralised financial system may reinforce the importance of an activity-based approach to regulation particularly where it delivers financial services that are difficult to link to specific entities or jurisdictions.

Regulators need to engage in further dialogue with a wider group of stakeholders, especially in the technology sector, to understand the impact of financial technology on financial markets.

Regulatory Challenges

Regulators face many challenges

with new technology. In an open-source environment where projects are developing at an average compound growth rate of 20% per year, finding just the right moment to regulate is the classic problem to solve, whereby people are protected from risk but innovation is not constrained.

Some governments have addressed achieving this balance by using regulatory sandboxes (the UK, Bermuda, India, South Korea, Mauritius, Australia, Papua New Guinea and Singapore,), some have gone straight to legislating (San Marino, Bermuda, Malta, Liechtenstein) or this is forthcoming.

The fast-moving and varied understanding of Blockchain terminology poses regulatory challenges that are particularly significant for fintech law. Absence of an agreed terminology affects how regulators understand, discuss, and ultimately regulate the
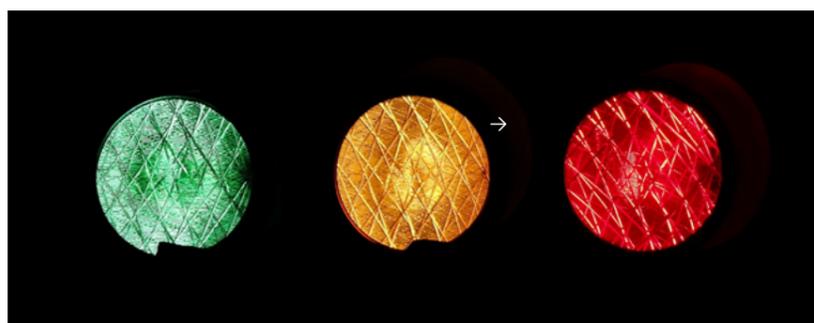
Dr. Jane Thomason

CEO of Fintech Worldwide, The World's Leading Network for Fintech, Blockchain and Digital Impact. Recognised in Forbes Magazine (2018) as Blockchain's Leading Social Development Evangelist. Lead author of "Blockchain Technologies for Global Social Change" IGI Global 2019. Focussed catalysing ESG investments in emerging economies and enabling Frontier Technologies to accelerate achievement of Sustainable Development Goals (SDGs). Dr Jane believes that the next wave of transformational innovation will be from emerging economies and this will have the potential to transform economies and attainment of SDGs.

Industry Associate, University College London,

Centre for Blockchain Technology. Co-founder British Blockchain and Frontier Technology Industry Association. Section Chief Editor, Blockchain for Good, Frontiers in Blockchain and Member of Editorial Board of the China Global Health Journal. Successful founder of an international development company in 1999, merged with Abt Associates and managed a new growth phase to achieve a tripling of revenue and diversification to $250m with 650 staff. Resigned in March 2018 to commit full time to a global digital transformation agenda.

Multiple appointments including Digital Transformation Adviser to the Partnership for Maternal, Neonatal and Child Health, Digital Transformation Sub-Committee Chair, Kina Bank Papua New Guinea, and the Commonwealth Secretariat. Former Board and CEO appointment in tertiary hospitals and health care sector in Australia and globally.

technology (or not), as well as how any regulation or regulatory guidance will be interpreted by courts in the future. For example, what is the difference between blockchain, Blockchain or the blockchain? Is there a difference between a public blockchain, a permissionless Blockchain or an open blockchain? Is the technology tamper-proof, tamper-resistant, append-only or immutable? All these terms are used interchangeably in a working context – yet finding an uncontested definition for the purposes of establishing a legal framework is difficult.

The challenge in terminology was exemplified in the difficulties regulators have had with the term 'virtual currencies', the difficulties that Fin-Cen had with its early guidance, and its need for repeated clarifications of just what its terms meant.

Law and lawyers are deeply concerned with achieving accuracy and precision in the use of language, with ambiguous and fluid terminology, there are likely interpretive problems to follow, as regulators, companies, lawyers, and the courts decipher actions (e.g., regulation or guidance) taken by regulators in regards to Blockchain technology.

Therefore, the role of standards bodies such as the International Organization for Standardization (ISO) and the United Nations' International Telecommunications Union (ITU) is important in streamlining terminology and common practices for Blockchain technology. In September 2016, ISO announced that Australia will manage the Secretariat of ISO/TC 307 after the International Organization for Standardization (ISO) approved Standards Australia's proposal for new International Standards on Blockchain. There are now 33 member nations of ISO/TC 307 including: Germany, United Kingdom, Japan, Russia, France, Singapore, China, USA and many others.

Regulation for the Future? Technology changes exponentially, social and legal systems change incrementally, the pace of Blockchain development is currently rendering regulation outdated almost immediately. The fundamental question on whether a disruptive technology can be regulated remains.

Blockchain introduce new business models and new methods of transacting. Trust in the operating system is ultimately what will define our relationship with the traditional institutional paradigm and any transition made to decentralised alternatives. Individuals and corporations alike need to find the inherent functionality of the system and its support systems trustworthy. Until such time as an alternative to the current financial system proves superior

and all arguments to using it have been removed, Blockchain technologies will be but a systems enabler of the current financial system.

Regulators need to work closely with technologists to continue to understand the evolving landscape of Blockchains and its relationship to other disruptive technologies as part of the Web 4.0 ecosystem and stay abreast of the developments international standards organisations are making in this regard. Otherwise, regulators may employ a 'buy time' strategy until terminology unifies and stabilises or use "activities-based regulation", whereby the focus is on the underlying activity that is conducted, such as processing stock trades, rather than on the technology used to conduct the activity to promote a sustainable regulatory environment. This approach would counsel treating blockchain technology no differently from other technologies, and essentially fitting it into existing regulations about financial practices.

This is an important issue, because, while regulation and consumer protection is vital, regulation should not quell the greatest innovations. Conventional regulatory approaches are insufficient for the new digital world. New and powerful technologies demand a new approach and one that is co-developed with industry.

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Concurrent Calls	Base Model	150	500	1000
	Expandable Upto	250	1000	5000
Voicemail		Yes	Yes	Yes
HDD		32 GB Solid State	1 TB HDD	2 TB HDD
Network Interface	LAN	Yes	Yes	Yes
	WAN	--	Yes	Yes
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Warranty Type		Return to Base	Onsite	Onsite

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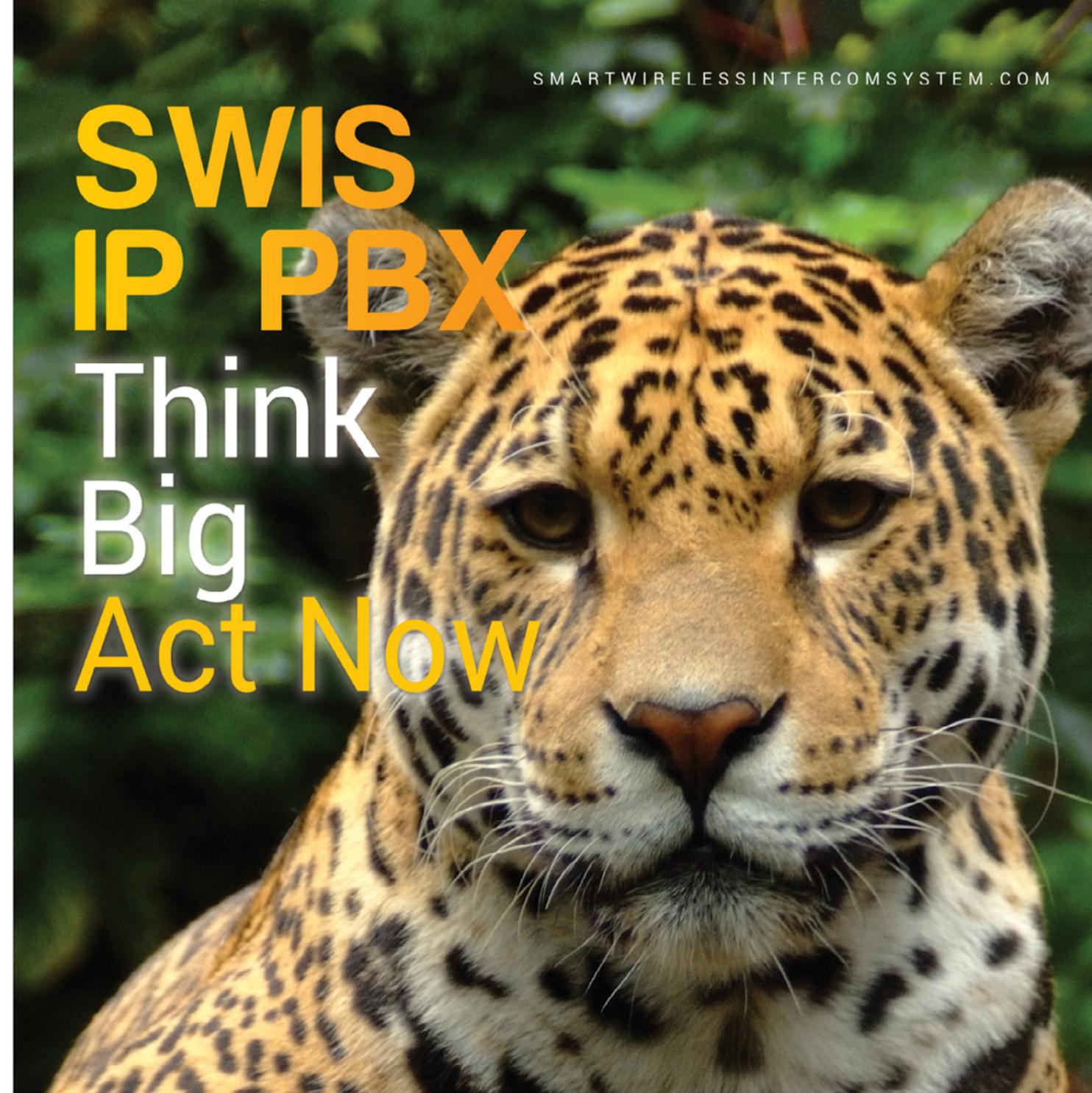
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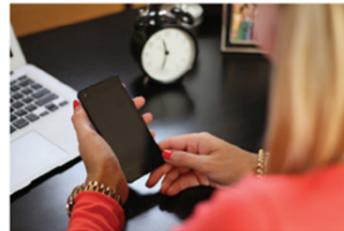
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- CONFERENCING
- ON-DEMAND RECORDING
- BLACKLIST

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- DISTINCTIVE RINGTONE
- DND (DO NOT DISTURB)
- DISA
- PAGING/ZONE PAGING
- MOBILITY EXTENSION
- SPEED DIAL
- VOICEMAIL
- MESSAGE WAITING INDICATOR

- IVR (INTERACTIVE VOICE RESPONSE)
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4 GB RAM
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1 year RTB Warranty

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KARM
Legal Consultants

KARM Legal Consultants FZE, RAK, UAE was officially launched at Global Legal Forum, 2018 on 23rd August at Peace Palace, La Hague, the home to the International Court of Justice and the mecca for the global legal community.

Comprising a team of all-stars, Karm's diverse ensemble of lawyers is experienced in virtually every sector, regionally and internationally, with a combined client roster that reflects the diligence and power of the team.

Will Security Token Offerings replace traditional fund-raising methods?

Security Token Offerings ("STOs") combine the features of fundraising through traditional initial public offering and ease of transfer provided by cryptocurrencies. Tokens issued via STOs are usually backed by any tangible assets like real estates, gold, securities, usually on a blockchain platform. Tokens, like Securities offer associated rights to its holders.

Start-ups and small to medium sized enterprises often face barriers to access capital markets due to financing options and complicated processes in managing relations with various parties in capital markets. Security tokens can enable these ventures to access the capital market by increasing the operational efficiency and by reducing the cost associated with the same. STO is not as expensive and time consuming as compared to launching an IPO and offers better security and authenticity to the investors as opposed to an ICO. Another advantage that security tokens have over stocks is that it can be traded 24x7.

Even though, due to stringent regulation, only a few accredited investors are able to put their money in an STO. In the next few years, with more adoption of blockchain, we may see these regulations easing down. Yet, it will be accurate to say that STO is an 'IPO with a crypto rhyme.' Although some countries steadily progress establishment of an infrastructure and a regulatory system as this boom is expected, it still faces some challenges as the regulation varies depending on country and region and the compliance is more intricate than an initial coin offering.

What can I do about the online reproduction of material produced by my organization and my employees?

Cyber-crimes can be classified into three primary categories, namely:
1. Crimes Against People, such as cyber harassment and stalking, distribution of child pornography, various types of spoofing, credit card fraud, human trafficking, identity theft, and online related libel or slander;
2. Crimes Against Property, such as compromise of a computer or server, such as a DDOS attack, hacking, virus transmission, cyber and typo squatting, computer vandalism and copyright infringement;
3. Crimes against Government, including an attack on a nation's sovereignty and/or an act of war, such as hacking, accessing confidential information, cyber warfare, cyber terrorism, and pirated software

An important part of cyber law is intellectual property. Intellectual property can include: inventions, literature, music, businesses and digital items that are offered over the internet. IP rights related to cyber law generally fall into the following categories: Copyright, Patents, Trademarks/Service Marks, Trade Secrets, Domain Disputes, (Smart) Contracts, Personal privacy. Employment, Defamation/Libel/ Slander and Data.

Organisations are required to implement the necessary safeguards and develop strategies for protecting their IP and further, to ensure their organisation's cyber resilience. Governments and law makers further play a vital role in internet regulations and IP related laws.

What qualifies as a good corporate governance model for a start-up or SME?

Off late there have been many examples of failure of companies (and ideas) due to incorrect and inadequate corporate governance strategies. In order to ensure a healthy and robust governance models the companies must as the first step document the segregation between the 'roles' and 'responsibilities' of shareholders, the Board of Directors (Board) and management. Similarly, it is essential to determine the matrix of authority and managerial personnel in the company. Absolutism in power and rights may be eventually harmful for the company from a legal perspective. Likewise, the jurisdiction where the company

is incorporated may or may not have a robust reporting framework- however, internal audits, transparency and checks and healthy governance practices go a long way in the success of the company.

I created an AI BOT and gave it to a company for them to use/deploy to their clients. If something goes wrong, whose legal liability is it?

From a legal perspective, the dynamics of placing of legal liability in terms of absolute and vicarious liability may be very different when it comes to an algorithm.

When developing AI solutions, it is very essential to identify the commissioner, licensor, operator and trainer of the AI systems. It is also essential to identify the level of control which the

commissioner of such a system may exercise- which means that liability may defer if the developer is only providing a 'right to use' vis-à-vis the actual transfer of technology pursuant to a mandate to develop.

It is thus essential to identify whether you are 'giving away' your product or you are only permitting a 'right to use' under specific conditions. In either case, the arrangements must be captured vide legally enforceable documents.

Does agreeing to the Terms of use for Website/Mobile Apps qualify as an agreement/ consent?

YES. Website/Mobile App terms may manifest in different forms (terms & conditions, privacy policy, user terms etc.), the intent being to create a legally binding agreement between the service provider and the user. While some terms

become effective only when the user clicks "I agree" box, certain terms get triggered merely by visiting a website. Inclusion of terms of use lay down the guidelines for using the services while disclaiming any liability arising out of the use of such services.

For instance, the privacy policy primarily elucidates the way a user's personal information (including browsing details) is collected, gathered, stored, shared and deleted. T&Cs set out non-negotiable rules that one must agree with before using the service.

My long-time colleague and now a very good friend and I are starting our own tech company. As we have known each other for a very long time, we know each other's expertise and commitment. Should we proceed based on good faith?

We strongly advise our clients to lay the foundation of their business through a shareholder/co-founder agreement. To minimise future disputes and differences, it is of utmost importance to pre-determine the duties and responsibilities of each shareholder/co-founder even before a business is commenced. A shareholder's agreement, along with a company's articles of association can be classified as the constitution of the company.

A well drafted shareholder/co-founder agreement is a core document that governs how significant decisions in a company are done, how the shareholder structure and the roles of each shareholder are defined, how a company can expand its business or can be closed or sold in a liquidation event and how intellectual property rights essential to the company's business operations should be protected, rules for entry of new-shareholders, exit provisions, vesting, confidentiality and more.

Especially in the light of the fast-paced business environment, such agreement should be considered an essential. Through a well-drafted shareholder/co-founder agreement, a company can set forth a mechanism to solve some of the most complicated issues beforehand, thereby minimising the pressure on the shareholders and enabling them to focus on the growth of the business and progress of the company.

This section is for general guidance and information for the readers, and is not intended to be a substitute for specific legal advice. Appropriate legal advice should be sought for specific circumstances

Back Cover

SECURE AND SMART INTERNET OF THINGS (IoT)

Using Blockchain and Artificial Intelligence (AI)

Ahmed Banafa

By 2020, experts forecast that up to 28 billion devices will be connected to the Internet, with only one third of them being computers, smartphones, smartwatches, and tablets. The remaining two thirds will be other "devices" – sensors, terminals, household appliances, thermostats, televisions, automobiles, production machinery, urban infrastructure and many other "things", which traditionally have not been Internet enabled.

This "Internet of Things" (IoT) represents a remarkable transformation of the way in which our world will soon interact. Much like the World Wide Web connected computers to networks, and the next evolution mobile devices connected people to the Internet and other people, IoT looks poised to interconnect devices, people, environments, virtual objects and machines in ways that only science fiction writers could have imagined. In a nutshell the Internet of Things (IoT) is the convergence of connecting people, things, data and processes; it is transforming our life, business and everything in between. *Secure and Smart IoT* explores many aspects of the Internet of Things and explains many of the complicated principles of IoT and the new advancements in IoT including using Fog Computing, AI and Blockchain technology.

The topics discussed in the book include:

- Internet of Things (IoT)
- Industrial Internet of Things (IIoT)
- Fog Computing
- Artificial Intelligence
- Blockchain Technology
- Network Security
- Zero-Trust Model
- Data Analytics
- Digital Transformation
- DDoS
- Smart Devices

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SECURE AND SMART INTERNET OF THINGS (IOT): USING BLOCKCHAIN AND ARTIFICIAL INTELLIGENCE (AI)

Ahmed Banafa

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Front Cover

SECURE AND SMART INTERNET OF THINGS (IoT)

Using Blockchain and Artificial Intelligence (AI)

Ahmed Banafa

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Quentin Herbrecht

The ICO market is maturing, ICO Marketing must follow

The ICO market was for a time disorganized and could be described as "wild". It was possible to raise funds very quickly using the buzz word Blockchain or ICO.

The marketing strategies were very aggressive, we observed a lot of short-term strategy like the promise of a high and quickly profit after an investment. Nowadays it is no longer enough to have a good score on ICObench, some media publications and organize a big airdrop that will almost make you believe that you have a committed community on your social networks.

More and more projects are not reaching their soft cap and are being abandoned. Several factors are questioned such as the idea of the overall project, but the marketing strategy is also an important factor in the success, or failure, of an ICO fundraising campaign. However, the few successful projects still manage to get a lot of attention from the public and ecosystem stakeholders.

Today we will try to look at the new marketing methods used to promote an ICO and make it a success. With our marketing company for blockchain project markchain.io, we have supported several ICOs that have managed to reach their soft cap or hardcap in 2019. It is in this context that we will try to give our point of view on the best marketing strategies to adopt in our opinion, for a successful ICO.

Preparation

First of all, it is necessary to understand that a project is very different from another, and that a marketing strategy must be totally personalized.
To customize a strategy, it is necessary to understand the company's business in detail and its environment.

To do this, a market study (if it has not already been done) is required to understand what problem the company is trying to solve, what market you are targeting, what added-value the company has on competitors already present on the market and how it can differentiate itself.

But also, what is the target, the customer of the future company, how many are they, what are they looking for, what is the financial health of the sector, the regulations etc... Forgetting a regulation specific to your sector of activity is not professional at all, it is really important to understand your environment perfectly.

All this data must be structured by clear figures or % from reliable sources, in order to have a global perspective on the sector of activity that the company is targeting.

Once these data are gathered, we now have to work on the company, the product. The realization of a marketing plan is therefore the next step. Once you have set quantitative and qualitative strategic objectives for your product or service, you must now consider how to achieve them.

We need to define or redefine, how the company and its product can differentiate itself in this market, and how we will win the interest of consumers through: Price, Product, Place, Promotion & People. (5P marketing mix)

It is important to ask the right questions and determine how to enter the market and succeed in it.
To do this, several questions must be asked: What are consumers looking for? What do they not have on the market today? What do they do in their spare time? On what media do they get information? What do they not like about competitors?

It will be much easier to attract the attention of a VC or investors if you persuade your future users, buyers, your future target of the interest of your product. Gain the attention of your future users/customers, and you will gain the attention of investors.

Now that you have identified your company's competitive advantages and addressed the target's needs, you need to make the product "sexy".

Marketing is not limited to
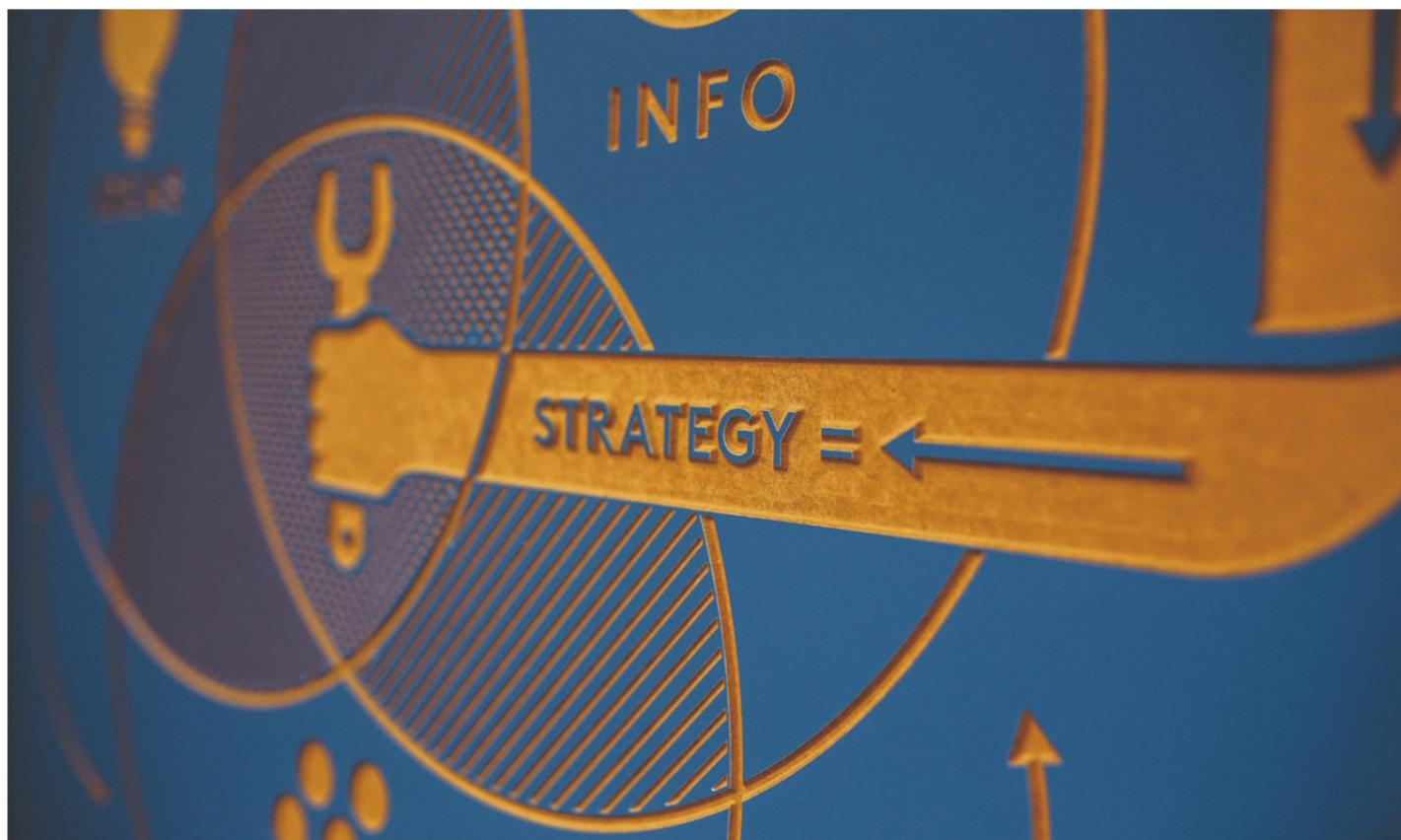
Quentin Herbrecht

→ *Founder & CEO at Markchain | Strategic Advisor Representative at FasterCapital*

Graduated with a double master's degree in business management and international trade; + MBA in international purchasing and supply chain management at La Rochelle Business School (ranked 75th among the best business schools in Europe by Financial Time).

– Professor and Speaker on topics of digital transformation fintech/ blockchain
– Former founder and Managing Director at http://cia.news/
– Founder and Managing Director at https://markchain.io/
– Independent Blockchain Consultant
– Representative France FasterCapital
– 80,000 followers on social networks.

Interview Forbes: Succeeding in blockchain consultancy during a bear market
https://www.forbes.com/sites/geraldfenech/2019/01/24/interview-achieving-success-in-blockchain-consulting-during-a-bear-market/

Featured as a "Top Knight" on the Crypto Investment Times
http://cryptoinvestmenttimes.com/CIT18/The-Crypto-Investment-Times-Dec-2018.pdf

promoting on media, making contests and holding one or two reviews from influencers. It is important to define the branding of the company, its image, the team must reflect the value of the company, so it is necessary to define a content strategy. How we will communicate, what we will communicate, on which media etc.... The development of an inbound marketing strategy is also necessary to structure successive campaigns. A multilingual communication plan can be developed to communicate all major information to the community. It is important to note that a communication will be different depending on the round of the ICO, whether it is in private sale or in the last phase of the ICO.

First of all, and if this has not already been done, it is important to mention that the development of documents to explain the project as well as the support, such as the ICO or MVP website, is also part of the marketing. Our CTO Florian Rezeau will explain us more about it.

"I introduce myself, I'm Florian Rézeau the CTO of Markchain. My assignments are mainly based on the technical aspect of the various projects we are working on. I am a specialist in websites creation especially dedicated to ICO, STO and IEO, I implement all the data as well as the plugins and KYCs necessary for a fundraising campaign carried out in a legal and optimized environment.

Our sites by their ergonomics, encourages trust, relies on a professional aspect to encourage the investor to believe in your project.

I attach great importance to customer relations, in order to perfectly meet your needs, we make a point of honor for graphic consistency, so that the design aspect of the site corresponds to the vision that our client has for his project. I am also an SEO consultant, and I assist my clients in the implementation of dedicated keywords in order to put your site in first position and thus generate sales in a totally autonomous and freeway.

Many people underestimate the impact that a well referenced website can have.

Like a well-developed website, a complete whitepaper is essential, which is why we will analyze Information on the project (start/finish date) and key milestones, but also what the project will do upon ICO completion, the capital needed to begin the project and the Token allowance, division and much more."

Finally, for the selection of your communication media, you will have to choose the best ones according to your target group! We are not going to tell you all our little secrets here, however we can recommend some global promotion methods like:

Media campaign

Namely that it is not enough to do a similarweb analysis to determine which media has the most traffic, you will have to analyze the number of readings per article, whether the latter offers a post of the article on their social network or a push newsletter, the reader's confidence in the media and its notoriety. The objective is different if you publish an article on Forbes, it will make you more famous, but not necessarily attract new customers or investors.

Otherwise, an article in a small media specialized in your

sector of activity will not bring you any notoriety, but surely new traction. In addition, it is important to be accompanied by writing experts who will succeed in getting the right message across to your audience, it is important that the reader quickly understands why this project is interesting for him and understands the "story" behind the company or article.

In addition to publishing articles such as Press Release or Sponsored content, you will need to gain the attention of journalists to obtain completely native and natural articles. To do this, you can maintain a journalist mailing list, communicate with them and share relevant information that might make them want to write about you.

Banner campaign

We can also talk about banner ad campaigns that will generate traffic and make your project known to a targeted audience, beware of the cost per impression, some media will consider that its visitor has seen your ad when this is not always the case. A cost per click is often more relevant.

Partnership with influencers and industry partners

Same advice here as for the media, it is sometimes better to select a micro-influencer specific to your

sector of activity with a committed community and few paid promotions. Rather than a promotion with a big influencer that will be drowned out among other sponsored promotions.
Partnerships with known players in your market will increase the credibility of your project, and prove that a company already established to agree to work with you, and that you are therefore worthy of interest.

Airdrop & Bounty

Airdrops and bounties are a delicate subject. For a long time perceived as having no added value because the participants will only be interested in free tokens and will spam your telegram group with messages such as "When airdrop distribution" or "Sir I don't receive tokens" but not only! Poor management of token distribution can be very costly. Many projects once listed have observed a large dump of the token price, as all participating airdrops sell their tokens on the market as quickly as possible.

However, we still recommend airdrop and bounty, but why?

It is still possible to organize an airdrop that we believe is relevant. You can propose relevant and personalized tasks that go further than "Follow on twitter and retweet" and ask them not to spam

Florian Rézeau

→ COO | ICO Advisor

Bordeaux, Aquitaine, France

your telegram account with questions specific to airdrop, or create a telegram group specific to these discussions to avoid polluting the main group. As far as dump problems are concerned, it is quite possible to reduce this effect. First, by adjusting the number of tokens distributed to a minimum and by including vesting periods, such as distributing airdrop tokens over 6 months, which will regulate supply and demand.

Community Management

The importance of community management is too often forgotten. We believe it is

necessary to have a dedicated team on social networks that will answer all the questions, will be able to unite the community, create a good atmosphere within the group. This can be through welcome messages, create award-winning quizzes in a newsgroup, create stickers with your logo on them and much more.

Growth Hacking & forum management

To obtain additional followers and customers, many techniques are available to make you known on social

networks and cryptocurrency forums. It is necessary to be on these platforms and to find a way to keep your project as visible as possible on these platforms. Social Media Paid Add Advertisements on social networks are not recommended for all projects. However, it is still possible to make targeted ads on Youtube, Facebook (without mentioning the name ICOs or blockchain) or Steemit and Reddit which has a very large crypto community.

Promotion in crypto community

Many interesting discussions are exchanged on crypto communities, often on telegram or discord. It may be interesting to introduce your project into these communities by organizing paid promotions. However, beware of fake telegram communities that will install a rig after publication where many bots - fake users will join your telegram group thinking that they are real people interested in your project as a result of this promotion.

Keep your community informed
Have a Medium blog and establish weekly updates of your project. It is important that your community sees the evolution of the project, that the road map is respected, that new partnerships have been established. ICO

platform referencing. This free technique allows you to have free backlinks on platforms with good traffic. This will improve your SEO and be present on these ICO rating platforms to give you additional exposure.

Organization of physical events, meet-up / blockchain summit

It is always interesting to meet your supporters. To do this, you can organize live webinars, live Q&As on social networks or even organize physical events /meet-up to present your project.
Participating in blockchain events is also a good idea, however, attention is paid to selecting your event according to your objectives.
The choice of event will be different if you are looking to meet investors or make your project known.

Be creative!
It is important to differentiate yourself from other ICOs and projects in your sector of activity, which is why you must absolutely look for techniques to differentiate yourself and establish personalized communications operations. We can think of street marketing, creating objects with your logo or with the example of the chiliz cryptocurrency which created an application to chase away tokens like on Pokemon Go!

Finally, the last piece of advice we could give you is that marketing is only a tool that will help you to make your project known. The most important thing remains the development of your product, don't forget it.

THE LANDMARKS

SINGAPORE BLOCKCHAIN WEEK

BiKi and ChainUP's Opens Singapore Blockchain Week with a Bang

BiKi and ChainUP are both forces to be reckoned with in the blockchain industry. Having cemented roots in Chinese markets, they have both grown rapidly in recent months from globalization initiatives, spreading their influence individually to various countries worldwide. This event is a reflection of their dedication to fostering good ties with their partners and in turn, their partners' keen interest in supporting them, ensuring they live up to Du's words of value adding to the blockchain industry.

The Singapore Blockchain Week

Singapore Blockchain week is one of the most happening blockchain events in Singapore. The start of this momentous week begins with bang with a full house event co-hosted by Fast growing cryptocurrency exchange, BiKi, and Whitelabel exchange solutions provider, ChainUP.

The event, which was also co-organized with SMC Capital, an NYC-based blockchain-focused VC and consulting firm, had a turnup of 300 attendees at M hotel in Singapore.

This includes over 50 industry leaders and 20 esteemed VCs in Singapore and around the world.

The keynote and panel topics consisted of "Blockchain Investments in 2020", "How to disrupt Chinese crypto exchanges market", "Digital Assets Trading and Crypto Exchanges in 2020" and more value added to the attendees, who are mostly budding projects and blockchain startups.

The event, which was moderated

emerging MARKETS

WHERE TO BE

by Edward Du, co-founder of Infiny, kicked off with BiKi Exchange CMO Dora Jiang giving an opening speech. Earlier this month, Jiang was awarded the "Blockchain Influential Women" award at a ceremony in Shanghai.

The first keynote speech by BiKi Southeast Asia CEO, Ethan Ng, who describes BiKi's unique time plan before and after listing to help projects grow, sparking interest amongst audiences as they whip out their camera phones to snap our innovative listing timeline.

To conclude his speech, Ng pleasantly surprised users and projects as the exchange announced its new feature of staking with 20% annualized rate of return. This is an unprecedented rate, with the next highest being 12.7%, and very exciting news for users.

This was followed by a panel discussion consisting of panelists from renowned VCs: Fenbushi Capital Partner Remington Ong, Du Capital Partner Rae

Deng, Longhash CEO Emma Cui, Jubilee Capital Investment Director Nicole Liu, Partner at Tembusu Ventures Kim Yong-Moon, themed around Blockchain Investments 2020.

The panelists begun by mentioning key events in the year which included Kim Yong-Moon's acknowledgement of Japan being "the first country in 2019 to build in the word digital asset into finance regulation. And it was previously unnoticed in many investment circles."
Remington Ong proceeded to mention "President Xi putting blockchain on a national level." As the highlight of the year, where will

Photo by aurora.kreativ on Unsplash

soon see "ripple effects and regulations to clarify what you can or cannot do".

Rae Deng proceeded to mention that the trends in 2019 has shaped how we view blockchain now. "It used to be a just a testing phase, but now it has become a competition as to who can get the sovereign currency out first or who can get most blockchain parents first."

Moderator and Partner from SMC Capital Mik Mironov then asked panelists what they look out for when choosing projects to invest.

In response, Tembusu Ventures Partner, Kim, says the VC is "looking for enablers that increase efficiency and help others scale and are indispensable to others in the ecosystems. They are needed by both startups and established players, and that's how they survive."
Cui, CEO of Longhash chipped in "We believe in a world where there will not have over hundreds of blockchains, but only a few that will be the industry standards like Polkadot. Hence we invest in projects that have a real business model."

To an audience query about how VCs view revenues generated from growing projects, Ong, who is a partner at Fenbushi Capital, whose advisor is Vitalik Buterin, replied with a statement saying projects can "Create value through other means. Bitcoin will never generate revenue. So no revenue isn't a bad thing."

The second keynote speech is by Jade Chen, digital marketing director of ChainUp, emphasizing how ChainUp has new clients everyday for the past 3 months and why exchanges is still such a hot industry to be in. Exchanges are top of the food chain in this industry, and have clear business model, which makes it a very profitable business to be in. She noted that liquidity is the core elements of exchange, there is a platform from ChainUP called BitWind, which aggregated more than 200 exchanges, provides the best depth for customers, increases trading volume and experience.

The final panel consists of Founding Partner of Node Capital and Founder of Jinse Finance Jun Du, QCP Capital Co-Founder Darius Sit, Dymon Asia Venture Capital Analyst Joshia Kwa and Neo Global Capital Partner Tony Gu.

BiKi exchange Southeast Asia CEO Ethan Ng sparked discussions by asking the panelists their opinions about the trends of assets trading in 2020.

Sit began by saying he noticed a "shift away from cryptocurrencies as an investment or speculative tool but used as a trade finance like remittance. It is not just about buying and making some

money, but about bigger things like export. It's like a replacement from banks."

Founder of renowned Chinese VC Node Capital, Du Jun, says, "In the last 7 years there hasn't been much use cases of Bitcoin except for mining and exchanges. As long as there are new assets, there will be new exchanges. As long as there are amazing top assets, that even the best exchanges aren't willing to list, there will be new ones popping up to list them."

Ng asked a final question on how to attract more users in 2020. "After the licenses have been issued, the market will be heavily disrupted and changed. And everyone should look out.

Particularly the ones that we looked down, could possibly blow up and be profitable for

us." Says Du passionately. "It's been 10 years since 2009. Yet blockchain still doesn't make an impact on the world.

BiKi and ChainUP are both forces to be reckoned with in the blockchain industry. Having cemented roots in Chinese markets, they have both grown rapidly in recent months from globalization initiatives, spreading their influence individually to various countries worldwide.

Everyone is building exchanges, mining and now they should be making changes in the world.

Huge change and adding value to our lives."

This event is a reflection of their dedication to fostering good ties with their partners and in turn, their partners' keen interest in supporting them, ensuring they live up to Du's words of value adding to the blockchain industry.

Headquartered in Singapore, BiKi.com is a global cryptocurrency exchange ranked Top 20 on CoinMarketCap. BiKi.com provides a digital assets platform for trading more than 150 cryptocurrencies and 250 trading pairs. BiKi.com is focused on providing the safest, most stable and most effective cryptocurrency trading platform. 100% of the transaction fees are used in buyback and burning of platform token, BIKI. Since its official opening in August 2018, BiKi.com is considered one of the fastest-growing cryptocurrency exchanges in the world with an accumulated 1.5 million registered users, 130,000 daily active users, over 2,000 community partners and 200,000 community members.

BiKi.com has received investments from Huobi co-founder Du Jun, Genesis Capital Zhu Huai Yang, FBG Capital, ChainUP and others totaling approximately 10 million USD.

ChainUP is one of the leading global blockchain technology solution providers. It owns eight well-developed product lines: digital assets trading, wallet, situational awareness, public chain and consortium blockchain, mining pool, blockchain cloud media, liquidity and broker.

ChainUP has constructed an industrial closed-loop – from technology services to traffic and traffic commercialization. It has served more than 200 digital asset exchange customers and more than 50 digital wallet customers worldwide, covering more than 50 million users in over 20 countries from Asia, Europe, America and Oceania.

The event, which was also co-organized with SMC Capital, an NYC-based blockchain-focused VC and consulting firm, had a turnup of 300 attendees at M hotel in Singapore. This includes over 50 industry leaders and 20 esteemed VCs in Singapore and around the world.