

STORY OF AN IDEA » VC LOUNGE » MATCH » TECHNOLOGY NEXT » GENERATION NEXT » AI POINTERS » TOYS OF TRADE & MORE

the CORPORATE Investment TIMES

14TH
EDITION

WORLD'S TOP NEXTGEN INVESTMENTS MAGAZINE

»»» OCTOBER 2019

EMERGING
MARKETS
CURRENCY EXCHANGE

THE STORY OF AN IDEA
PODMINERS

THE RISE OF SPORTS
MARKETING
SUNNY SINGH
VAN HAWKE SPORTS



»»» WWW.CORPORATEINVESTMENTTIMES.COM

CORPORATE INVESTMENT TIMES

F O R W A R D

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".

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 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.

© 2019-2020 CIT NETWORKS

"UNPLUGGED" IS IN

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

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

It is then that the magic begins...



[HTTPS://WWW.LINKEDIN.COM/IN/IGAUCI/](https://www.linkedin.com/in/igauci/)

Fintech & AI, Disintermediation THROUGH INNOVATION

DR IAN GAUCI

MANAGING PARTNER AT GTG ADVOCATES, AFLEXION
ALLIANCE AND CALEDO GROUP

Financial services and technology might be an odd couple but through their unison we saw the birth of Fintech which is defined in the Oxford Dictionary as: "Computer programs and other technology used to support or enable banking and financial services."

In today's world one could slightly tweak this definition to, technological innovation in financial services. Fintech through Big Data, Blockchain, Internet of Things (IoT), use of Cryptocurrencies, Artificial Intelligence (AI) and a more effective exploitation of digital channels, social networking and mobile

devices is disintermediating the financial services industry through innovation. Within financial services, AI technology could allow companies to establish new business models, reduce risk and expenses, and increase productivity. It can also be used by regulators in Suptech like South Korea's supervisory authority (FSS) is doing, where AI with big data are used to monitor fintech operators.

AI however could also be pivotal to what we call Robo Advisory. Robo Advisory is a fast-growing phenomenon in fintech and has the potential to severely disrupt the global financial market. Even though existing data on Robo Advisory market share varies

strongly, all indicate a rapid growth, particularly during the recent years.

As a research paper from Deutsche Bank shows, growth was particularly impressive in the US, where assets under management of Robo Advisory start-ups increased by approximately 800% from \$ 2.3bn in 2013 to \$ 20bn in Q1 2017.

As of 2018, the US is by far still the leading market of Robo Advisory, comprising about \$ 266bn in assets under management out of a global \$ 371bn. Other sources estimate even higher numbers.

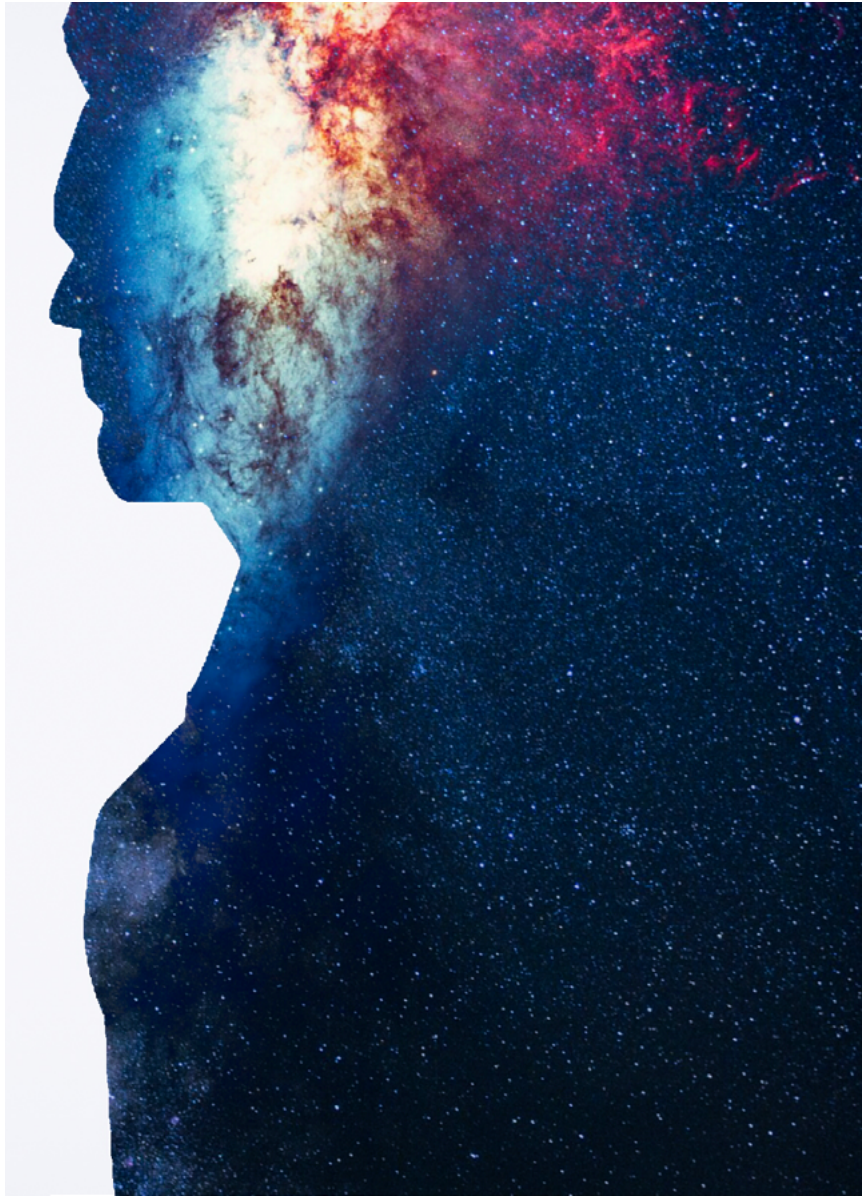
The potential here is huge as according to Business Insider the global assets under management by Robo Advisors in the year 2020 will start at USD 0.82tn

A PROFESSIONAL
WITH A FOCUS
ON TECH LAW,
FINTECH,
AI, POLICY,
REGULATORY,
BLOCKCHAIN, DATA
PROTECTION.
LECTURER &
SPEAKER.



Dr. Ian Gauci

TECHNOLOGY NEXT



deep learning, we are moving into the realm of completely personalized investment products via autonomous Robo Agents. Aside from the latter, with legislation like the PSD2 these Robo Agents will be able to consider more information about the client, and design investment advise or portfolios bearing in mind the client's preferences and constraints at a quasi-individual level. This is what in the industry is known as the Robo Advisor 2.0 or X.0. The potential for this new Robo Advisor is immense but it also puts many established business practices and regulatory paradigms into question. Consequently, regulators are faced with the question of whether the present regulatory framework is still appropriate. Several jurisdictions including Australia, Canada, China, France, Germany, Italy, Netherlands, Spain, United Kingdom, Hong

Kong, Korea and the United States plan to or have already issued guidelines on their use. EBA (European Banking Authority), EIOPA (European Insurance and Occupational Pensions Authority) and ESMA (European Securities and Markets Authority) are also closely monitoring further market developments, with ESMA also issuing guidelines in 2012 and 2018. Albeit at this stage, most guidelines, suitability requirements and positions issued merely touch on technology neutrality and provide static applicability of the existing rules and regime to Robo Advisors, circling round

over USD 1tn, or USD 2.2tn and run up to USD 8.1tn.

Robo Advisory is a term used to describe the automation of financial services traditionally provided by human financial advisors, which now can be done via code, and through an automated process. Currently it is largely limited to passive investing methods being personalized, however only to the extent of the profile that an investor is classified into. With the shift however into a more data driven process through the substantial advancements made in the field of machine learning, and more specifically

Dr Ian Gauci is the Managing Partner at GTG Advocates, Afilexion Alliance and Caledo Group. He is engaged primarily in technology law, fintech, regtech, electronic communications, information society, data protection and gaming/gambling, while also focusing on consumer law, competition law, broadcasting law, cyber law, e-commerce, m-commerce, e-health, e-payment, information technology, unfair commercial practices and misleading advertising. Dr Gauci also provides consultancy on legal matters related to blockchain technology, smart contracts, cryptocurrencies and ICO/ITO.

He has assisted the Maltese Government amongst others on issues dealing with E-Trust certification, the Malta Communications Authority (MCA) on its E-commerce strategy as well as the Malta Gaming Authority (MGA). He was one of the strategic advisors appointed by Government on the National Blockchain Strategy Taskforce. Dr Gauci is an advisor to the Malta Digital Innovation Authority as well as the Malta Financial Services Authority. He has co-authored the Maltese Electronic Communications Framework and lectures Legal Futures and Technology at the University of Malta. He is also a co-founder and Secretary of the Malta Blockchain Association.

adherence to existing regulation and suitability checks, matching laws like MiFID2 criteria, ESMA Guidelines, access to accounts in compliance with PSD2 or GDPR or requirements on product governance, and documentation, and as yet do not capture fully the new dimension of Robo Advisors 2.0 or x.0.

To this end there might be issues which will not be covered adequately by the existing regulatory outlook. Let's list some cases. There will be cases where the automated or worst still, the autonomous function where AI is involved would not have a transparent process on how it is structuring its output functions

and decisions (the black box syndrome). This limitation is problematic when the pre-determined assumptions or categories are not entirely appropriate to the customers' personal situation or else if a regulator would want to check that there is no bias, inference or discrimination and if the algorithm is actually working correctly and also using the correct data sets, patterns, analyses etc. The

latter instance will become more prevalent as we disintermediate in toto the human advisor with an autonomous algorithm. Another risk that would merit regulatory attention, not only in regard of Robo Advice, but rather concerning the fintech, is the problem of cyber risk and thus cyber security.

As the trajectory of certain aspects of financial services is being disintermediated from the human component and shifting more to automation as well as to autonomous algorithms, the level of trust and regulatory

"CAPTIVATING THOSE WHO MATTER"

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.

In a magazine once they start reading an article or absorbing an ad, there are no other bits of news or pop-ups hovering over and taking the spotlight off of the article.



CORPORATE INVESTMENT TIMES

target is also being shifted. Whereas advisors, regulated firms, employees and managers were the capture of regulation, and were heavily regulated with ex ante and ex post obligations, with their disintermediation and with more algorithmic presence, someone will need to make sure that the code is safe and apt for use and that a mechanism is in place for the eventuality when this is not the case.

I believe a different approach should be considered and countries like Malta could be well positioned to add more certainty and trust in Robo Advisors and this fintech innovation by disintermediation. The MFSA (Malta Financial Services Authority) has recently launched its Fintech vision and strategy and one of the tools intended to be used is regulatory sandboxing which could also be used for Robo Advisors. From this angle, there is nothing ground breaking and the MFSA like other regulators abroad would be testing its resolve as it will be venturing more into the technology arena and thus out of its comfort zone and expertise. This also stultifies the use of a regulatory sandbox if the same authority would just be looking at a static option and merely on suitability checks matching existing financial services legislation. The MFSA however unlike other authorities abroad has a unique ally here. As I had written in previous articles, Malta is one of the few (if not the only country) who also has a dedicated Digital Innovation Authority (MDIA) which aims to create more trust and transparency by certifying certain forms algorithms. I had also opined in previous articles last year on a specific Regulatory Sandbox that can be used to develop an environment in which AI

and its underlying logic and code are able to function according to pre-determined functional outputs in a testing environment followed by certification by the Authority. The recently published consultation on AI in Malta takes on board my suggestions and endorses these points. Building on the latter, the solution would thus be to have both Authorities work on a multi-disciplinary regulatory sandbox, looking at the suitability of the financial service components as well as the suitability of the underlying technology, where the desired outcome could be certification of the technology and an authorisation for the financial services. This could be ground breaking as it will also be a catalyst for future regulation and other financial services authorities from other countries could be invited to participate along supervisory authorities like ESMA to monitor and supervise.

gtg
ADVOCATES

Afilexion
ALLIANCE

caledo



The Rise of Sports Marketing for Crypto & Blockchain Brands

Sunny Singh, **CEO, VAN HAWKE SPORTS**

Van Hawke Sports is a full-service sports marketing consultancy and brokerage providing specialist services in global sports sponsorships and ambassadors to Cryptocurrency and Blockchain brands.

Sports has a universal reach. It is the kind of entertainment that can be accessed and understood by everyone and most importantly sports possesses an emotional quality which allows people to connect.

Marketers have been using this emotional connection to market their brands for over 100 years, in fact the first form of sports marketing came to fruition in the 1870s in the form of Tobacco cards that featured the baseball players of that era. However,

the actual and most considerable growth in sports marketing has taken place over the last 70 years with the increase in television and in recent years the online coverage of sports.

In its initial days, sports marketing was only concerned with the placement of products and development of product credibility.

During the early 1980s however, marketers changed tact and began to use sports as an effective marketing

THE MATCH



Sunny Singh

An award-winning CEO and founder of VAN HAWKE SPORTS, a leading sports marketing consultancy and brokerage which specialises in sports sponsorships & ambassadors for global brands. VAN HAWKE SPORTS leverages a global network of sports rights holders and agents, proven industry knowledge and expertise to connect brands with the correct sports opportunity. As a marketing veteran, Sunny honed his craft within the Financial Services and FinTech sectors for over a decade, creating successful B2B and B2C acquisition campaigns. In addition, he has assisted a number of start-up businesses, generating and implementing effective route to market strategies.

Sunny is also a Guinness World Record Holder, having taken part in the 'Most Northerly Rugby Match' alongside other business leaders and Rugby professionals.



VAN HAWKE SPORTS

tool, whereby sports sponsorship could be used to raise the awareness of brands. In addition, they were able to utilise this platform to create a type of activation which enabled a connection between the brand and rights-holder and to communicate this connection to the customers.

Most industries are certainly no strangers to sports marketing practices, with anything from traditional Finance companies to FMCGs having engaged in global and regionalised activities to promote their products and services to their target markets for decades now. You only need to look at any sport globally to witness first-hand the visibility brands now have. That said, some Crypto and Blockchain companies have also recently utilised this marketing channel to great effect to raise their brand awareness, whilst seeking to differentiate themselves from their peers at the same time as targeting a mass global audience,

consolidating their market position, and cementing relationships with those early backers and tech communities that fuelled early sector growth.

Sports marketing however, despite its straightforward appearance is a sophisticated media platform. Whether a Crypto or Blockchain focused company is sponsoring the front of a football shirt or aligning themselves as the 'official X partner' of a Formula One team, there are an array of exclusive rights on offer with the visible branding being just one component of the marketing mix.

Sports marketing is no longer purely about the advertising boards around the pitch. It can involve access to multi-lingual digital platforms, contact with a team's database, the use of brand ambassadors to enhance supporting marketing campaigns and the creation of unique activation events i.e. money can't buy experiences; all of which

add up to a significant set of assets at a company's disposal. Sports rights-holders themselves are now increasingly creating bespoke packages and assets for Crypto and Blockchain brands based on their specific requirements.

If we use the examples of Wallet providers, Crypto Exchanges and Coins, there are currently hundreds of these types of companies operating globally, a vast number of which offer similar products and services to their competitors. Sports sponsorship can present many advantages for these company types, especially those that are still gaining a foothold, as a recognised team from a

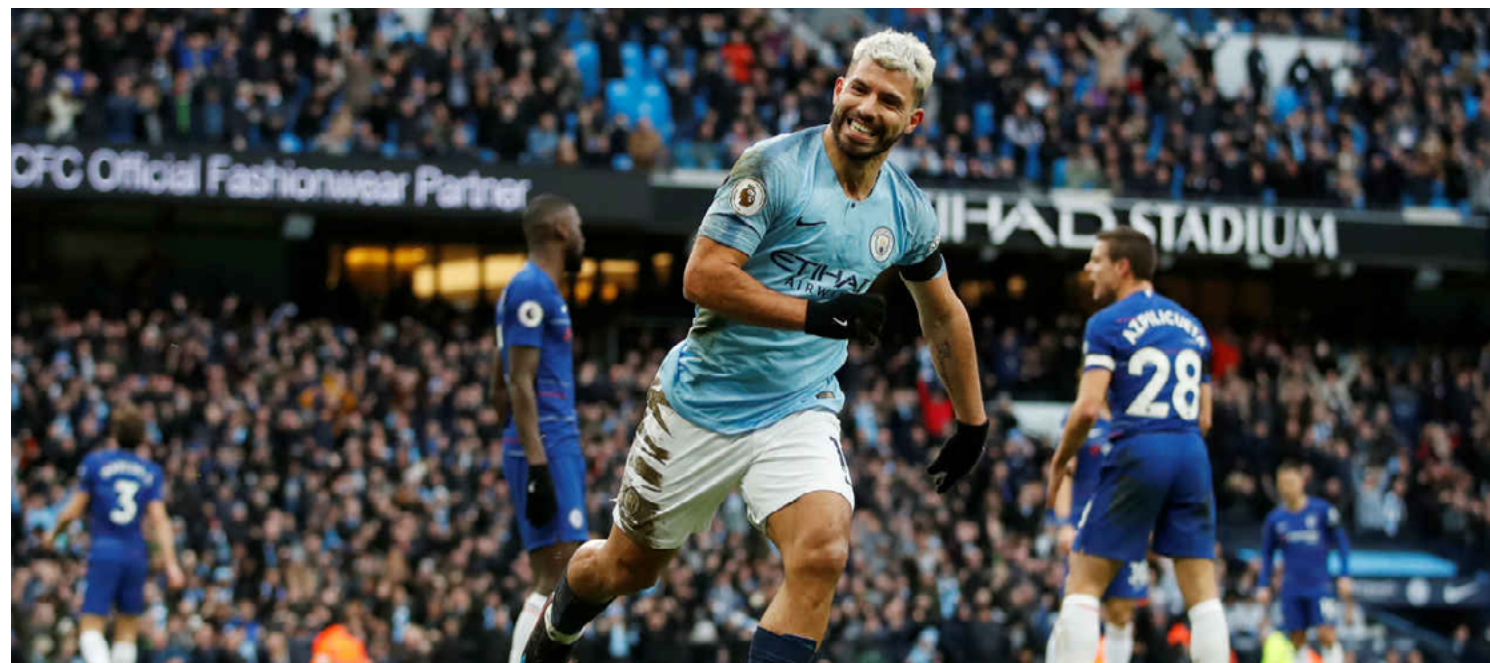
reputable sport can add credibility to any brand especially when positioned alongside other blue-chip companies, whilst the larger and more established companies can also use this medium to reaffirm their market position.

An example of the latter is Litecoin, who recently partnered with the Miami Dolphins as the official Cryptocurrency for the team. This landmark announcement now actively sees the NFL team endorsing Litecoin, with the cryptocurrency now embedded into its stadium and stores payment gateway systems and in doing so is attracting new users.

THE MATCH

VAN HAWKE SPORTS

VAN HAWKE SPORTS is a full-service sports marketing consultancy and brokerage providing specialist services in sports sponsorships and ambassadors to global brands.



Sports sponsorship can also allow the circumnavigation of complex regulatory issues within certain jurisdictions, for example China, Russia, Vietnam, India and other markets where regulation either bans or restricts advertising for Crypto and Blockchain based services. We've already seen numerous examples of companies utilising sports sponsorships such as football teams in Europe (Coin Deal and Wolves FC in the English Premier League) or Formula One (Futurocoin and Redbull Racing) where the extensive television coverage allows their brands to be shown in regions otherwise unattainable via more conventional means.



Some Crypto and Blockchain brands however, fall victim to not correctly measuring ROI when implementing a sports marketing strategy. This is mostly due to the lack of identifying their sponsorship activity as a valid marketing channel and incorporating it as part of an overall marketing plan, as most of these types of companies have traditionally heavily relied on the immediate tech community using either direct response and digital marketing campaigns. Nevertheless, when utilised correctly sporting assets can be used



VAN HAWKE SPORTS leverages a global network of sports rights holders and agents, proven industry knowledge and expertise to connect brands with the correct sports opportunity.

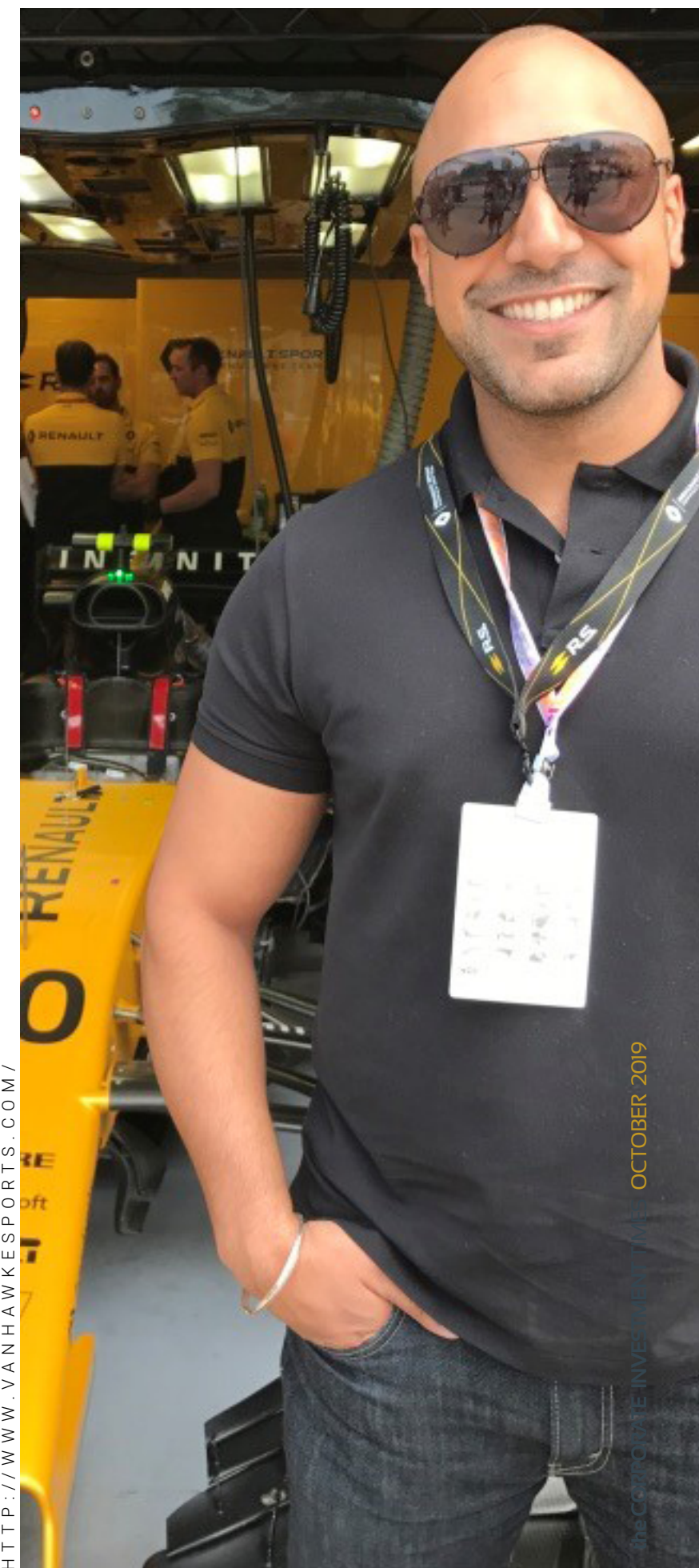
We empower brands and work with rights holders, to create unique sports sponsorship strategies with a fresh perspective to engage target audiences through innovative and powerful campaigns.

to enhance traditional marketing. We have already seen those Crypto and Blockchain brands who use imagery of their sponsorships in all forms of marketing to stand out from their peers, whether that is via microsites, co-branded merchandise, appointment of club legends as ambassadors, CSR initiatives or affiliation to fan clubs.

Setting benchmarks in advance of undertaking any form of sports marketing will assist a brand in understanding its return on investment.

As with other sectors, sports marketing is rapidly evolving to now include the use of Brand Ambassador

the BRIDGE ACROSS



HTTP://WWW.VANHAWKESPORTS.COM/

the CORPORATE INVESTMENT TIMES OCTOBER 2019

THE MATCH

relationships, as Crypto and Blockchain brands seek to further differentiate themselves from their peers.

This is also creating a shift from the traditional use of a team and event sponsorships to provide a brand with its own personality. In fact, the use of ambassadors has already gone beyond the realm of sports and includes personalities from the film industry as well as motor racing, football, mixed martial arts, tennis, athletics etc.

The association of an ambassador provides a brand with a personality of its own, where only one company will be actively endorsed by that individual, and it's not a relationship that will exist elsewhere. In addition, some of these stars have huge social media followings that a brand will be able to market towards.

Nevertheless, when seeking to utilise sports marketing or a brand ambassador programme, Crypto and Blockchain brands need to clearly identify the correct sporting assets that align to their objectives, whether that is to raise regional awareness or to target a specific demographic.

For example, e-sports currently attracts a global audience of approximately 350 million which can be described as being predominately digital natives, with up to 75% under 36 years of age who are positively engaged with brands, advertising

and influencers. This highly targeted group can be described as being perfect for those brands operating in the Crypto and Blockchain space due to their capacity to be early adopters of technology and multipliers of experience.



Although e-sports is predicted to grow to over 500 million fans by 2020 this is still relatively small when compared to more traditional sports. To put that into context, Formula One has approximately a 1.6 billion cumulative audience across 200 territories.

Football has an even larger audience at 4.7 billion which spans 202 countries, with an average EPL (English Premier League) game being watched live by 80 million people and an audience demographic described as predominantly male 21-45 years of age.

the BRIDGE ACROSS

At Van Hawke Sports we are very fortunate to have built an extensive global network of over 300 sports rights-holders and agents.

The recent announcements from tech titans Amazon and Facebook regarding their own OTT (over-the-top) sports services will only further fuel the increasing opportunities for Crypto and Blockchain brands to market their products and services more concisely to an increasingly engaged audience when viewing sports.

very fortunate to have built an extensive global network of over 300 sports rights-holders and

The global viewing figures alone for some sports can justify the need to utilise sports assets to raise brand awareness as currently no other form of marketing compares to the huge exposure that sport sponsorship can provide when concentrating on brand awareness to a mass audience.

At Van Hawke Sports we are

agents. From our extensive experience within this sector, we predict that the use of sports marketing by Crypto and Blockchain brands is only expected to rise in years to come as digital and social platforms become increasingly intertwined with traditional outlets.

The recent announcements from tech titans Amazon and Facebook regarding



**AI & BLOCKCHAIN
SUMMIT**

STARTUP COMPETITION

**19-21 NOVEMBER,
BARCELONA**

**1 STARTUP PER
10 INVESTORS**

**PITCH YOUR PROJECT IN FRONT
OF INTERNATIONAL FUNDS AND
VENTURE CAPITALISTS!**

**3 FULL DAYS OF MENTORING SESSIONS,
PITCH COMPETITIONS, PERSONAL
MEETINGS WITH INVESTORS AND
BUSINESS DEVELOPEMENT**

**THE WINNERS GET A FUNDRAISING
ROUND FROM INNMIND AND
SCHOLARSHIPS FROM DRAPERU**

APPLY VIA:

[HTTPS://SWISSBLOCKCHAINSUMMIT.COM/COMPETITION](https://swissblockchainsummit.com/competition)

BURENCY

FULLY-INSURED CRYPTOCURRENCY EXCHANGE

MOHAMMAD MAZEN



FULLY INSURED FULLY PROTECTED

Trading made simpler than ever. Burency is a fully-insured cryptocurrency exchange to buy, sell and convert cryptocurrencies.

We are also a sustainable mining operation and R&D centre accelerating blockchain adoption for business applications.



We're here to change how you trade crypto – by introducing **regulation, convenience and insurance cover** to create an easy to learn, easy to use way of creating a cryptocurrency portfolio.

Connect Here

T W I T T E R

L I N K E D I N

F A C E B O O K

EMERGING MARKETS

Burency

CRYPTOCURRENCY EXCHANGE

Burency is an advocate for crypto and Blockchain adoption, particularly in the MIDDLE EAST. The platform is designed to address key challenges that prevent widespread adoption within the cryptocurrency and Blockchain ecosystem such as exchange's lack of liquidity and security, unsustainable mining, unawareness of Blockchain applications to businesses.

-  **Regulated and Fully Insured**
-  **Sustainable Mining Operations**
-  **Blockchain Research and Development Centre**

PRIVATE SALES
IS OPEN NOW

BUY TOKEN

MOHAMMAD MAZEN

Founder / CEO



The mastermind idea, founder, and chief executive officer of "Burency". Mohammad is responsible for running all facets of Burency business including making corporate strategic decisions and managing company's resources.

Prior to joining Burency, Mohammad is a stock and Forex trader with a massive experience in analyzing financial markets, and managing portfolios on individual basis with market and technical analysis. Previously, Mohammad also served in the National Guards of Bahrain where he oversaw, led, and trained a group of teams while holding several executive positions. He earned a bachelor degree in business administration from The Open University and an MBA from the British Institute of economics and political science.

His leadership skills, and strategic vision were able to take Burency to the initiative steps of being a project that serves one ecosystem with multiple directions; crypto exchange, mining facilities, and R&D center.

The crypto market seems to be growing in popularity specially at times when prices of crypto like Bitcoin is booming. In fact, although the average daily trading volume of the crypto market is around trillions of dollars, there are numerous challenges that plague the market.

Burency is a comprehensive ecosystem that aims to solve problems related to customer experience when trading crypto, mining crypto approaches, and blockchain adoption and applications.

Burency is taking into account the misconception people have about crypto and blockchain in the Middle East. Accordingly, Burency is introducing three projects to the public; cryptocurrency exchange, mining facilities, and R&D blockchain development center.

Since the inception of the cryptocurrency market, it has been a target for hackers and cybercriminals. Unfortunately, many resulted in loss of millions

EMERGING MARKETS

FUTURE UNBOUND



**MOUAYAD
YOUSEF**
Co-Founder / COO

As a transformational chief operating officer with foresight and vision, Mouyad has contributed

to the success of Burency through overseeing its strategy implementation and leading its management and roadmap.

Mouyad is a Co-founder of Burency, crypto enthusiast and trader, with a degree in Business administration with entrepreneurship focus. Has an impressive and proven track record of more than 10 years in overrunning ambitious business goals and positioning organizations for success.

Demonstrated leadership and management skills in product development, business operations, and business development. He promoted multimillion-dollar sales growth for the firms he worked for, along with this experience in building cohesive teams that demonstrate a thoughtful and deep dedication to operational and managerial success.

His experience and diligence have left an imprint in shaping Burency's direction.

of dollars, and thus the confidence and comfortability with crypto trading of many traders have been declined. Some crypto exchanges have taken some precautions to minimize traders' losses, but this extra layer of protection comes at a cost. For example, as the



case with Binance exchange, the exchange introduced a secure asset fund for its users where 10% of the trading fees is allocated to that fund and stored in a separate cold storage wallet to be used at times of breaches.

While other exchanges have purchased insurance and paid millions of dollars to get insured. The case with Burency is a bit different, in the sense that Burency hasn't sought a normal insurance policy that governs a total amount of compensation for the whole exchange. Rather, the insurance coverage is provided by Nebbex which is a technology company that works on the Blockchain and has a smart contract blinded key where all crypto on Burency's exchange are stored offline.

Nebbex is insured on its technology from Lloyd's of London which also claims that Burency is entitled by the same insurance where every user on Burency's exchange will be insured in case of any assets' losses due to hacks and breaches.

When it comes to mining crypto problems, competition is highly concentrated and so profitability can only be reached with the most recent ASICs.

Moreover, excessive energy consumption is also a burden to profitability due to the fact that crypto mining consumes a lot of energy to solve computational mathematical problem. Thus, mining constitutes an environmental problem and is a serious hazard that should be taken into consideration. Burency is using various techniques to overcome the above challenges.

Firstly, Burency is an environmentally friendly project where mining farms will use hydropower energy which is

more cost saving approach. Secondly, Burency will audit its mining operations including its financials to ensure compliance with regulation and its promise of using clean energy. Blockchain adoption including the incredible applications that we can



have and built on blockchain are many.

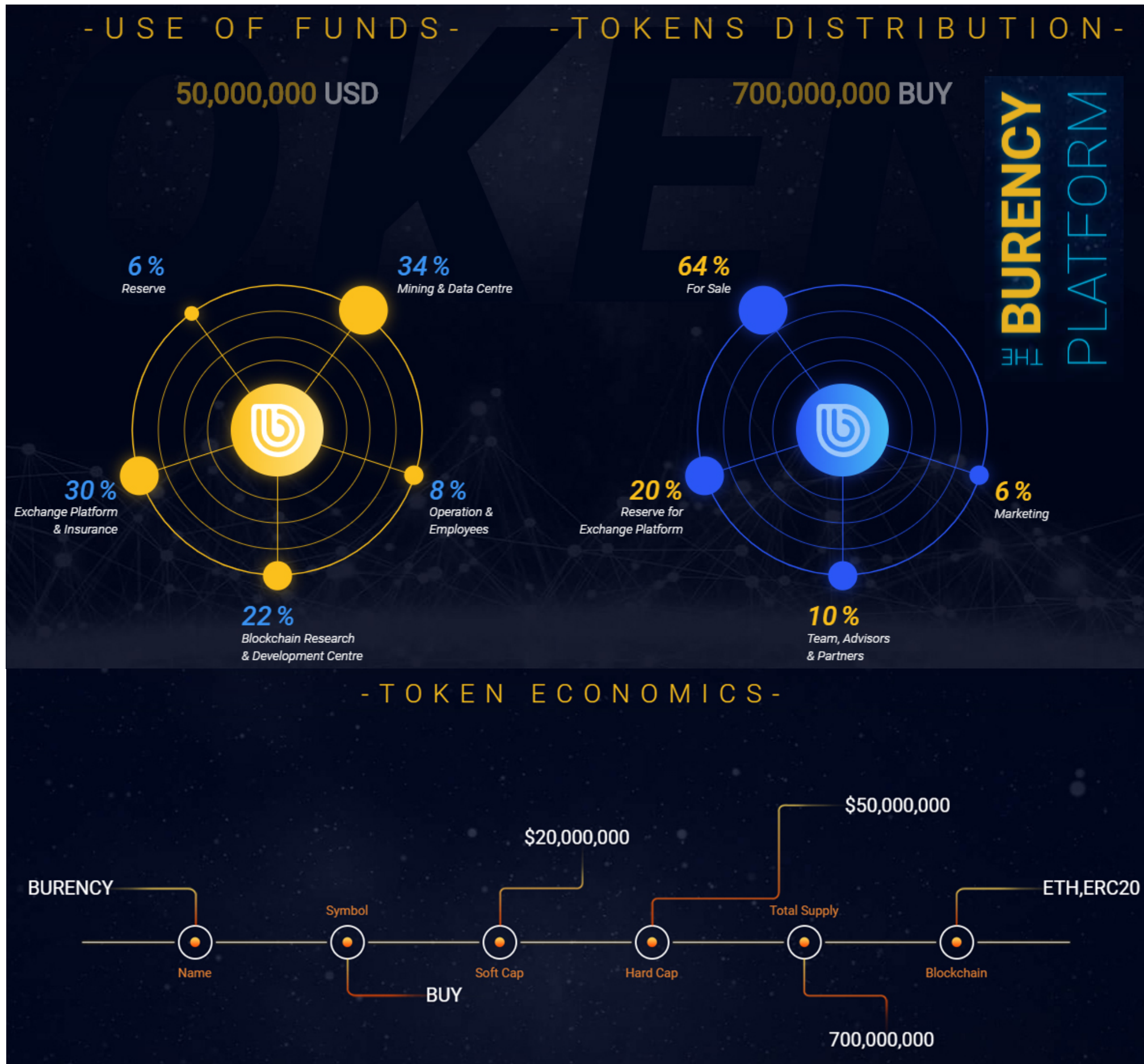
However, small businesses as well as individuals are facing struggles and conflicts on how to implement the technology to their day to day operations. Additionally, even when there is no issue about finding a vision revolving Blockchain, they struggle with the resources required to get their business development further.

Burency built a research and development center to help SMEs and individuals harness Blockchain for more cost cutting and efficient operation.

Burency has all the resources required to implement smart contracts programing and blockchain architecture.

EMERGING MARKETS

FUTURE UNBOUND



John McAfee

Project Advisor

John McAfee is a world reknown computer scientist, activist, business leader and cryptocurrency evangelist. McAfee's career spans nearly the entire history of computing, with McAfee



working for industry giants like Xerox, NASA, Univac and Lockheed Martin. In 1987 he founded McAfee Antivirus, and under his leadership the company executed a meteoric rise to the top of the computer security industry. Always at the cutting edge, McAfee now applies his passion, energy and vision to evangelizing blockchain and cryptocurrency adoption. Speaking to a massive audience, McAfee's tweets have earned the reputation of moving entire markets. McAfee uses this reach to encourage individuals to look beyond investing at all of the positive social change made possible by the blockchain.

A lifelong advocate of personal freedom, McAfee has been a vocal critic of privacy invasion and encryption backdoors. In 2016 McAfee ran for President of the United States on a platform of Freedom, Privacy and Technology. He has announced plans to run again in 2020, this time to draw public attention to the blockchain and cryptocurrency revolution.



The 'Right' TO BE FORGOTTEN

Privacy is a fundamental right and is an essential characteristic of the principles of freedom, liberty and dignity, amongst others.

Tricking the Right to be Forgotten

One Blockchain at a time

Luna de Lange (Partner)

Akshata Namjoshi (Senior Associate)

KARM Legal Consultants



THE "RIGHT" RIGHT TO BE FORGOTTEN

Privacy is a fundamental right and is an essential characteristic of the principles of freedom, liberty and dignity, among st others. Issues impeding the right to privacy have become a central topic of discussion and debate for individuals, corporates and governments. The Global Data Protection Regulations 2016/679

("GDPR"), promulgated on 25 May 2018 and enacted under European Union ("EU") law, regulate issues of data protection and privacy for all individual citizens of the EU and the European Economic Area, in addition to the transfer of such data outside of these areas.

Article 17 of GDPR, provides that individuals have the "Right of Erasure", also termed the



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

In a short span of time, KARM Legal has developed an extensive clientele base, owing mainly to the wide repertoire of knowledge the office has in varied fields.

KARM Legal has been successful in integrating international best practices to meet the unique requirements of the region.

THE LEGAL PERSPECTIVE



“Right to be Forgotten” which enables individuals (data subjects) to obtain from any data controller the erasure of personal data concerning such individual, without undue delay and in turn, such controller shall have the obligation to erase personal data without undue delay in circumstances where:

1. the personal data is no longer necessary in relation to the purposes for which it was collected or otherwise processed;
2. the data subject withdraws consent on which the processing is based; and where there is no other legal ground for the processing;
3. the data subject objects to the processing under Article 21(1) and there are no overriding legitimate grounds for the processing; or the data subject objects to the processing under Article 21(2) ;
4. the personal data have been unlawfully

processed;

5. the personal data have to be erased for compliance with a legal obligation in a Union or Member State law to which the controller is subject;
6. the personal data has been collected in relation to the offer of information society services referred to in Article 8(1) .

Much controversy surrounds the right to be forgotten in relation to its intended protection of an individual’s privacy (and other considerations, like: their reputation and good name online), because this may impede the rights of individuals to access of information (and further to this, historically accurate information), the right to freedom of expression and freedom of speech, decrease the quality of the Internet through censorship. Since the induction of GDPR and enforcement of the Regulations

WHAT EVERYONE NEEDS

The Team - Karm Legal



KOKILA ALAGH

Kokila is the founder of KARM Legal and has 15 years of experience as a Corporate/ Commercial and technology lawyer in UAE. One of the very few ardent technology lawyers in the region to have an indepth knowledge of the synergies of technology, law and policy- Kokila has worked with major corporations, government and semi-government bodies, high net worth individuals and start-ups over the years. Kokila’s Masters in Law, in Digital Economy from the Monash University in Melbourne, Australia, and the certification of Oxford Blockchain Strategy Programme from Oxford University, UK has helped her enhance an in-depth understanding of digital economy, blockchain and Fintech.



LUNA DE LANGE

Partner at KARM Legal, practices primarily in the specialised fields of Data Protection and Cyber Laws. Luna previously practiced in South Africa (RSA) as a Senior Attorney and Co-Director of a law firm, with Right of Appearance in the Superior Courts of RSA. Luna’s past experience as an advisor and litigator includes civil, corporate/commercial, property, dispute resolution, personal injury, medical-negligence, family and labour related matters.

In a career spanning over nine years, Luna has had the privilege of having worked closely with several large entities, Senior Counsels and Expert Advisors.



SOUMYA GEORGE

Soumya George is a Principal Associate at KARM Legal Consultants FZE, with expertise in handling corporate, commercial and technology projects – with a special focus in Fintech and Medtech projects. With substantial exposure to the UAE market trends, she is proficient in drafting complex contractual documents and bringing to closure such transactions. She has been constantly asked to give advice on specialised laws including financial sector regulations, healthcare and medical liability laws, ADGM crypto-laws etc. Soumya is currently advising multiple MedTech and Fintech clients in identifying the correct corporate structuring and legally compliant use and implementation of niche technologies.



AKSHATA NAMJOSHI

Akshata is a Senior Associate at KARM Legal and focuses on advising on FinTech, Blockchain and Artificial Intelligence related laws and compliance. Prior to joining KARM Legal, she has advised high net individuals and corporates on Banking, Mergers and Acquisitions, Corporate Debt Restructuring. At KARM, she has advised multiple clients on Security Token Offerings and Initial Coin Offerings; fundraising through seed and crowdfunding; setting up of crypto currency exchanges and, deployment of public and enterprise blockchains. Additionally, Akshata has also advised clients on policies and compliances for use of artificial intelligence in the financial sector.

thereunder, privacy has become a battleground for many under the powerful data-protection rules – particularly for internet giants in Europe, including: Google, Facebook and Microsoft, but to name a few.

In a landmark judgment delivered by the European Court of Justice (“ECJ”) on 24 September 2019 in favour of Google and under the coveted GDPR right of erasure, stating that the right to be forgotten online does not extend globally and will thus, only apply within the borders of the European Union (“EU”). Prior to this judgement, no obligation existed under EU law for a search engine operator to carry out such a de-referencing on all the versions within the EU of its search engine, in consequence to a formal request for de-referencing made by any data subject. This ruling was made with the paramount consideration that not all countries are equally interested in the freedom of information, speech or expression and privacy of individuals and too, simultaneously being mindful of censorship.

This was a victory to Google whom challenged the 2015 ruling of the Commission nationale de l’informatique et des libertés (“CNIL”: the French Data Protection Regulatory Authority) which had ordered Google to globally remove search result listings of pages containing damaging or false information about a person. This ruling essentially creates an obligation on internet companies to monitor, interpret and remove content, which may be considered illegal. In contrast to the above and in a separate matter

ECJ had Ordered that:

1. Facebook is not liable for stored information if it has no knowledge of its illegal nature; or if it acts expeditiously to remove or to disable access to that information as soon as it becomes aware of it;
2. There is no requirement for an online platform (such as Facebook) to “monitor generally information which it stores or to seek actively facts or circumstances indicating illegal activity.” ; however, that
3. an online platform, such as Facebook, can as



concerning a case of Defamation on Facebook, on 03 October 2019 the

a matter of course still be ordered to remove illegal content generally.

THE LEGAL PERSPECTIVE

Blockchain vs. GDPR - Who'll budge?

When pitched against Blockchain, GDPR makes for a volatile situation where it's difficult to determine which of the two will budge? The last time technology historically witnessed such a fundamental divide was during the debates of copy-left and restrictive licenses for open-source software.

Both blockchain and GDPR are operationally at loggerheads with each other. On the one hand,

tamper-proof immutable data storage and record-keeping mechanism, whereas GDPR, on the other hand, aims to protect data subjects' personal data against the unauthorised or illegal exploitation thereof, particularly by data-driven technological giants, as discussed earlier.

Blockchain operates on the underlying concept of distributed ledger technology ("DLT"). The modus operandi of DLT is the distributed system of data recording of a continuously growing

and revision. As such and in its truest sense, anyone who joins the peer-to-peer network becomes the 'node' of a particular blockchain, which is both consuming and contributing to the data on that blockchain. Jurisdiction and access points also play a considerable part herein.

This gives rise to another fundamental issue: whom, in a fully decentralised blockchain, is considered a 'data controller' and whom is considered a 'data processor', under the definitions of GDPR

or characteristically similar data protection legislation? This is problematic, considering the distinguished roles of each of these and further, to enforce the regulations under GDPR. Therefore, and understandably so, both bestowing and enforcing of the 'right to be forgotten' (in addition to the right of rectification of personal data, through alteration thereof) in the case of blockchain is a challenge, with the biggest point of conflict being the immutability of



blockchain desires at achieving a permanent,

list of records which are secured from tampering

The Team - Karm Legal



CHERRY BHATNAGAR

Cherry Bhatnagar is a Senior Associate at KARM Legal, having expertise in advising on intellectual property, data protection, real estate and PropTech matters. With substantial exposure in the Indian and UAE markets, she is proficient in advising on corporate structuring and re-structuring, corporate governance, commercial transactions, PPPs, franchising and licensing, construction contracts and complex acquisitions. She has extensive experience in advising the government and semi-government organisations. At KARM, Cherry is closely working on intellectual property and data protection related matters and advises on Security Token Offering in real estate sector.



BARKHA DOSHI

Barkha is an Associate at KARM Legal and the most recent addition to the KARM team, having previously practiced in India as a corporate and capital markets lawyer for over 4 years. Prior to joining KARM Legal, Barkha was working with the leading law firms in India. She has advised multiple clients on various fund raising methods such as initial public offerings, rights issue and qualified institutions placement by the companies in sectors such as re-insurance, diagnostic and healthcare, real estate, media and education.

At KARM, Barkha is closely working with the firm's Corporate and Blockchain clients.

The Team - Karm Legal



AILEEN NAVAREZ

Aileen is a Business Set-up Advisor at KARM Legal, having over 10 years of professional experience in company incorporation and has worked with leading law firms in Dubai. She handles advisory works for setting up of different entities in different jurisdictions. She also assists clients in registering trademarks in different jurisdictions.



MARY CHRISTINE

Christine is the Administration and Operations In-Charge at KARM, having 10 years of professional experience in administrative operations both in the Philippines and Dubai.

At KARM, she oversees the smooth and efficient operation of all aspects of the organization.

data. GDPR, as discussed above, makes provision for both the right of erasure (to be forgotten), as well as for the alteration / correction of inaccurate personal data. Blockchain on the other hand, aims

to ensure the absolute integrity and security of the stored data. As such, any data contained in the blockchain is practically impossible to be deleted. Absolute Right vs. Relative Right

Issues of technology can be resolved by enhancing technology itself and bringing the practical operation of the law into play. Blockchain technology design and operation methods, in line

with GDPR are suggested to be:

1. Off-chain storage: by

process the data.

3. True Anonymizing and Pseudonymizing of

only provide a 'relative right' towards the use and processing of personal

data. This means that the data may remain scattered, inaccessible or restricted in some cases, but the be mindful that: BLOCKCHAIN NEVER FORGETS.



What will lie at the end of this debate will indeed be a

revelation, but as Steve Jobs said: "Privacy means people know what they're signing up for, in plain language, and repeatedly. I believe people are smart. Some people want to share more than other people do", but "Ask them".

segregating the type of data in a manner that certain data is 'off the chain', such that the data on the blockchain only has references to this data on the blockchain.

2. Deleting encryption keys: Deletion of encrypted keys for the safe-keeping of sensitive data on the blockchain, such that it forbids the ability to access information, essentially rendering it impossible to access or

data: The attributability of data that can be modified or controlled on the blockchain by using various methods, such as hashes for referencing; multiple and restricted encryptions.

4. Public- Private Blockchain: As the name suggests, private blockchains are private to a party and limit the use and dissemination of information.

It is, however, to be noted that the above solutions



Crypto - Potential

Proof-of-achievement

crypto-potential.com

START MINING

Lower business costs
up to **70%**.

Only available to blockchain projects

THE AI POINTERS

THE RACE OF THE RACES

SUPER INTELLIGENT OI V/S SUPER INTELLIGENT AI



Or whether mankind will be smart enough to control machines that are smarter than us?

How may we manage a race between races that allows the organic intelligence (OI) of mankind, to reach a mental level even in comparison with the super intelligent AI being developed?

THE MOST CRUCIAL QUESTION FOR MANKIND

In this article there will be a strategic analysis of the effect of AI on us

as humans, crucial for all of us as individuals and, even, as a species. The first thing we'll ask is if it is true what everyone is talking about, i.e. that machines using AI really will become

smarter than us.

And, yes, here the answer is unambiguous. Max Tegmark and others has proven convincingly that there are no physical obstacles to it. And then it's just a matter of time - the tests with AlphaGo and DeepMind is just the beginning.

However, experience shows that this not necessarily has to be bad. So why shouldn't we just embrace it?

The answer here of course depends on who decides what applications there will be, who will detect what AI is being good for humanity and not. Are we doing that? And if the machines really get smarter than us, for how long is that even possible?

WHAT SHOULD WE AS HUMANS DO TO COUNTER THE AI-DEVELOPMENT ?

The big question then becomes how we, as a race, should react to this. Here we find four different alternatives. First, we could wish for AI to be good, and reactively "hope" that AI will like us as being

their creators. Second, we could simply "resign" on the assumption that we don't stand a chance anyhow. Third we could more proactively try to mobilize the world to program human values into the AI while we still have a chance. Or, finally, we could



RUFUS LIDMAN

One of the top 100 influencers in the world with 50,000 followers from 110 countries. He has published 5 books and some of the world's largest apps in its areas with over 15 million downloads. With dual degrees and PhD-studies as platform, he has been founder of IAB, digital advisor for WFA, is an renowned speaker with over 300 lectures, and has had assignments for over 100 companies such as Samsung, IKEA, Mercedes, Electrolux, PwC and others, in places like London, Geneva, Barcelona and New York, Dubai, Singapore, Hong Kong, Ho Chi Minh and Seoul etc.

With his heart he initiated the foundation supporting 70,000 refugees in 17 different operations in Iraq and Syria, while with his brain he has run half a dozen ventures with 2-3 "ok" exits.

Right now, Lidman is on the board of the stock listed company CloudRepublic, while he as founder and CEO is reinventing global learning by establishing the game changing mobile learning of AIAR® Asia and Africa.

stop thinking about what we should do with the AI, and instead raise ourselves to the level of superintelligence needed to take on the challenge.

Starting with the first alternatives

THE AI POINTERS



of resigning and hoping they seem the least viable, anticipating that a super intelligent AI with no sort of certainty, even probability, will have the best of humanity as its highest priority.

The AI will solve its objectives with 100% rationality, whether it would be detecting the meaning of life, terminating all wars on earth, curing cancer, building optimal houses for fresh air, or counting the atoms in universe.

Regarding the third alternative of implanting human values, one don't need a vivid imagination to not only foresee the super intelligent AI inventing workarounds, but even more the difficulty of forcing every

country to program exactly the same values – in a world where we cannot even agree on common interests like climate and nuclear weapons.

So, there we stand, with a 100% rational AI free from emotions or values. An AI who will detect the meaning of life as 0 (making it plausible to extinct).

An AI who will pursue its objective of ending wars by exterminated every soldier (with the side-effect of AI becoming the sole power on earth). An AI concluding that the easiest way to “cure cancer”, is to eliminate all two- and four-legged species acting as home for the cancer.

An AI who will go on building

houses all over the planet with the freshest of air, because it won't allow any life in them.

And when all this is done, when all people and animals are extinct, and we have a planet totally occupied by houses with fresh air, we will have an AI who go on counting the atoms in universe, deploying all methods possible to become even more proficient in reaching that objective – like colonization of cosmos for assessing data, assembling trillions tons of resources for the computing power to process and analyse this data etc.

And as the more “intelligent” race the AI will do all this without any concern for us humans whatsoever. Just like we as the most intelligent

ARTIFICIAL INTELLIGENCE THE EVOLUTION

species before didn't care about the birds living where we built our houses, for the pigs we raise in factories for eating, or the lions we put in cages for amusement.

Unfortunately, the concluding answer is that there are not that many other choices than the fourth - we simply have to increase our OI to the super

in comparison with the super intelligent AI being developed?

With inspiration from the AI philosopher Nick Bostrom, we can identify four tools to make such a dramatic OI leverage come true. The first two regards a direct change of species, beginning with emulating our brains into the cloud and improve it.

we thus move on to the more species-improving techniques. The first is the strengthening of organic people with digital implants, where we go from replacing bodily dysfunctional parts to creating cyborgs by pure improvement implants. Again, the results so far are not impressive enough, nudging us to the fourth alternative where we

utilize man's mental and social capacity in leap frogging collective intelligence by networks and organization - in a similar way as earlier revolutionary innovations like the alphabet, printing and internet.

BUT HOW IS IT GOING TO BE ACIEVED IN PRACTICE?



level if we as a species are able to develop or, in fact, even survive

THE RACE BETWEEN RACES - FOUR ROADS AHEAD

After deciding with the fourth alternative, next we need a game plan. How may we manage a race between races that allows the organic intelligence (OI) of mankind, to reach a mental level even

Secondly, we may manipulate our genes to develop the superhuman with super-intelligence that previous elite societies so long dreamed of.

While the first is still too premature in research, the latter have super intelligent babies needing 15-20 years to become “mature”. Noticing the urgency,

Again, detecting the fourth alternative as the most viable one, the question will be how it can be conducted? Taking the longer view we detect four techniques needed. First, knowledge must be increased in breadth. If we, as a human species, are to manage a super intelligent AI, then it is not enough that an over intelligent and

THE AI POINTERS

highly educated elite stands for the control of the machines (and thus all humans on earth). Instead it needs a dramatic lift of the collective intelligence on all levels in all parts of the world.

Second, development is going so terribly fast - with the lifespan of various digital skills already coming down to 18 months - that it would be a one-nightstand if the OI-leverage didn't also expand in the long run - with an inherent incentive for lifelong learning. Third, there would be nothing to learn "lifelong" unless this collective intelligence was constantly evolving. The "intelligent" way would be to gather all locally induced experiences and ideas at the global level and use big data to dig deeper and identify patterns that can transform the massive bank of empirical data into a huge database of collective intelligence with deeper knowledge.

Finally, none of this could ever contribute to any real intelligence, unless using digital technologies to ensure the internal effect by making it so fun to learn that everyone did. Secondly, after knowledge has been acquired securing that it was done in the proper way regarding external effect, i.e. that no one cheats during examination or manipulate actual certifications.

AND WHAT WILL BE THE RESULT?

It can be argued that it is only when we have completed all these four

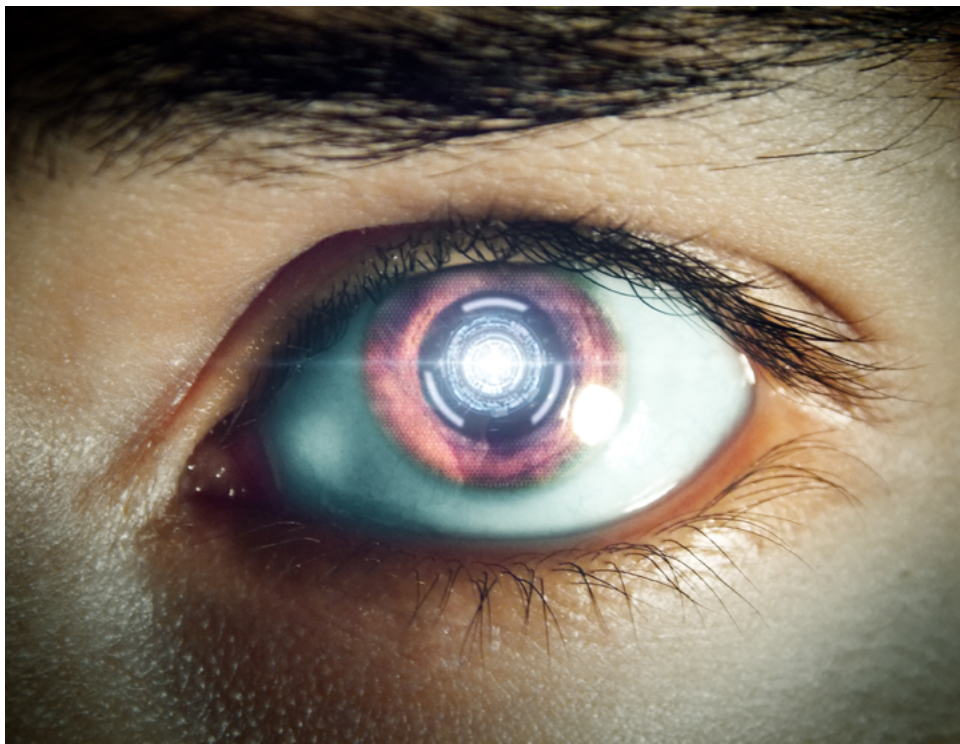
leap frogs, with both broad, long and deep knowledge, added with secured internal and external effect, only then we can even stand a chance compared to our AI friends. Only then may mankind have a possibility to control the machines, or at least live in some sort of symbiosis with it, instead of the horror scenarios delivered so far.

So very good, what is then the issue?

Well, first no chain is stronger than the weakest link, so all four wonders must succeed.

Second, the probability for it to happen is still not high but being our only (!) chance it HAS to happen. Third, there needs to be someone taking the lead in conducting all this.

The good news is that this is exactly what the community around AIAR is putting all our soul into. And we will (!) make this happen, we HAVE to make it happen 😊



"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.



CORPORATE INVESTMENT TIMES

THE STORY OF AN IDEA

PODMINERS

THE ERA OF

PODCASTING

THE MOST FAVORITE PODCASTING PLATFORM FOR THE USERS
AND ADVERTISER WITH CONTINUOUS PLATFORM ENHANCEMENT



It is evident from the facts and stats that the podcast is witnessing continuous growth (so will the digital radio do) but there are some major areas that need to be entertained for betterment and more growth. Just like any other field, podcasting too have some major issues and we, by introducing PodMiners, we are aiming to solve these.

CEO - Avinash Chauhan

Technology has changed the way of accessing information for every individual. There was a time when people used to tell stories sitting around the fireplace which then replaced by the newspaper and radio. Families used to sit together and watch TV shows. The television too changed from



traditional to Digital TV. Now no one has to wait for a fixed time to get the breaking news. Among all these changes, people have changed their way to consume information.

The growth of the digital industry has played an important role in this. People find the digital mediums more fascinating than the traditional ones, hence, the content creators too upgraded their ways to deliver the content.

AUDIO IS THE NEW TREND!

At present, audio is becoming the most popular format of content consumption as it perfectly fits in our busy lives. Podcasting isn't new in the town. It has its roots back in the 1980s where it was known as Audioblogging. With the arrival of internet services and digital audio playback systems like iPod, the term audio started flourishing with the name Podcasts, in late 2004. Since then the podcast industry is continuously growing.

You might be confused if the audio industry is continuously growing and there are already so many podcast hosting sites in the market then why PodMiners? How it would make any difference?

Well! PodMiners is a different and unique platform. The reason being it's the world's first digital radio and podcasting platform that is based on blockchain technology. It is also called as a Youtube of Audio. Like any other content media platform PodMiners offers a global platform to create & consume audio content (Regional, National & Global content) regardless of the border boundaries.

Apart from the ability to upload and host pre-recorded podcasts it's another advanced features of Live OnAir streaming of Radio Show with live calling capabilities during a show and few others are definitely unique.

THE STORY OF AN IDEA

THE PODCASTING BARRIERS

There are thousands of podcasters around the world who are doing really well. They are monetizing their content nicely and doesn't bother much about the issues that small or new content creators have to face. This is a matter of concern. While PodMiners treat all content creators equally and is planning to integrate the advertisement model to the platform which will allow the content creators to monetize their content according to their ability. There's one more interesting point that there will be no interruption of third parties. No interference means no deduction of podcaster's earnings. Also, with blockchain implementation, it will be possible to integrate the micropayments and on-time payment system. Fake reviews and ad frauds obviously major concerns will be controlled with the blockchain ledger.

Introducing the New Cryptocurrency, PodMiners Token (POMT) To continue the functions of the PodMiners ecosystem the new cryptocurrency,

PodMiners Token (POMT) is introduced. All the internal functions like rewarding, buying subscriptions to the paid channels/content & rewarding creators/consumers for their participations will be carried out using POMT.

PodMiners has successfully completed its initial milestones including the product development, beta testing, ICO development, and token formulation and headed towards the fifth which is ICO sale.

FUTURE SCOPE

Podcasts were around for a very long time but got the serious attention after the arrival of the iPod. Podcasts today are going mainstream and gaining the interest and investment from Hollywood. With the increasing demand of audio content, the industry size is also increasing day by day.

According to Edison Research, the percentage of per month podcast listeners in America, over the age of 12, has grown from 9 in year 2008 to 26 (72 Million) in 2018. Out of these 72 Million Americans, 54 Million listen to the podcasts for

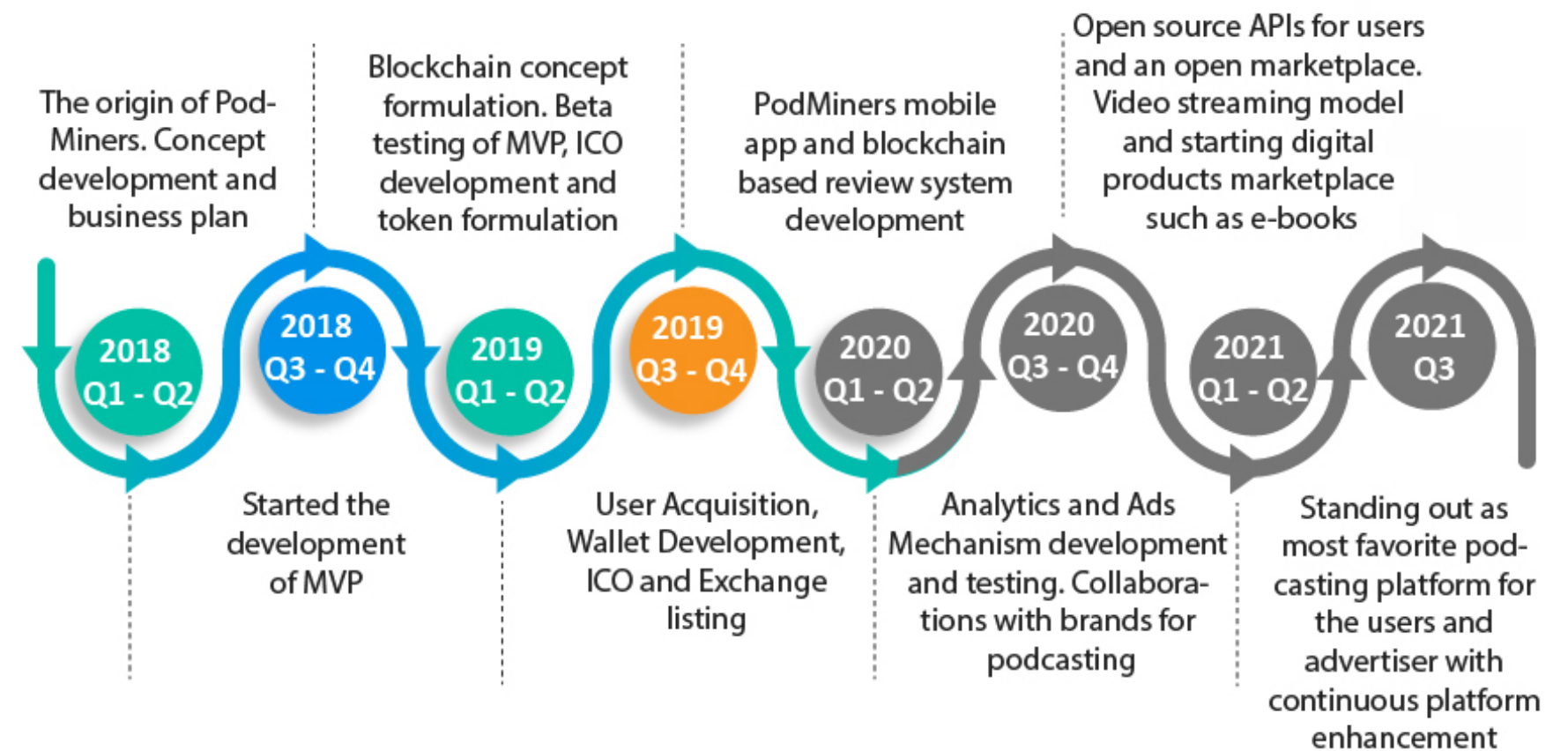
more than 6.5 hours per week. With the increasing numbers, the industry is taking the baby steps towards the exclusive content and paid subscriptions. In the US, most of the revenue generated is from

advertisements while in China, paid subscriptions are more effective.

Unlike the other platforms, where users either skip the ads or purchase the premium pack to consume ad free content, the advertisement content is plugged seamlessly into the podcasts, hence, keeps the user engaged.

PODMINERS

Roadmap Overview



ico.podminers.com

Though the annual podcast ad revenue is increasing but some problems exist at the podcast advertisement part too. There are numerous podcasting platforms around but no one is working to provide a solution to the existing problems.

PodMiners is the first and only platform till now which is built on top of blockchain technology and has the potential to solve the existing industry problems. With the MVP, PodMiners is ready to generate funds through ICO and is aiming to integrate the

blockchain based review system, advanced and detailed analytics and advertisement model to the platform in the coming year.

By the year 2021, PodMiners aims to stand out as most favorite podcasting platform for the users and advertiser with continuous platform enhancement.

THE STORY OF AN IDEA

HOW THINGS HAPPEN

Avinash Chauhan

CO-FOUNDER AND CEO



Avinash Chauhan is in the technology field for more than 6 years. He is also the Co-Founder of an India based IT firm named Trignobit Technologies. Avinash is passionately involved in exploring blockchain and cryptography and is providing technical consultation to blockchain-based solutions and ICO projects

**Anish** Chauhan

CO-FOUNDER AND CHAIRMAN



Anish Chauhan is a tech firm co-founder having more than 7 years of experience as an ad-tech advisor with a particular interest in video on demand industry. He has Expertise in supervising startup projects. He is into the blockchain technology for many years and has experience in creating monetization strategies.

**Jason Daniel Paul** Phillip

PARTNER



He is Founder and CEO of ABBC Foundation (ABBC Coin) a successful ICO, a blockchain-based payment solution platform & crypto sphere specialist. Jason is an ambitious blockchain admirer having 8+ years experience as a developer & tech entrepreneur. Jason has joined PodMiners as Partner.

**TranslateMe Network**

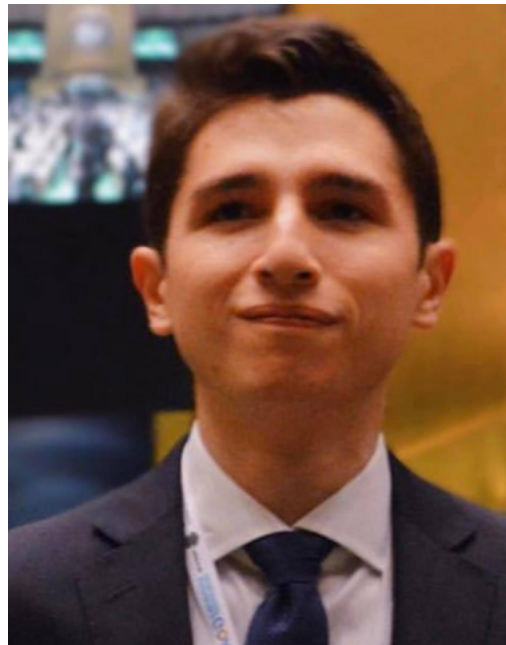
PARTNER



TranslateMe Network is an innovative and unique solution for quick online translations in 6500 languages. It is the first-ever platform using blockchain algorithms and machine learning for text and speech translations which is verified and corrected by the human contributors. It collects the data in the form of corrections made by millions of human contributors for more accuracy. The collaboration with TranslateMe Network will allow podcasters to translate their show transcripts into multiple languages.



Making Things Happen



Brian Condenanza

CHIEF MARKETING ADVISOR



Brian Condenanza is an Internet entrepreneur and blockchain advisor. He currently serves as Advisor of different blockchain startups, such as BEAT, Bitrus Exchange and Bolt Sports.

Being the Chief Marketing Advisor at PodMiners, Brian is helping the PodMiners team with marketing and promotional strategies.

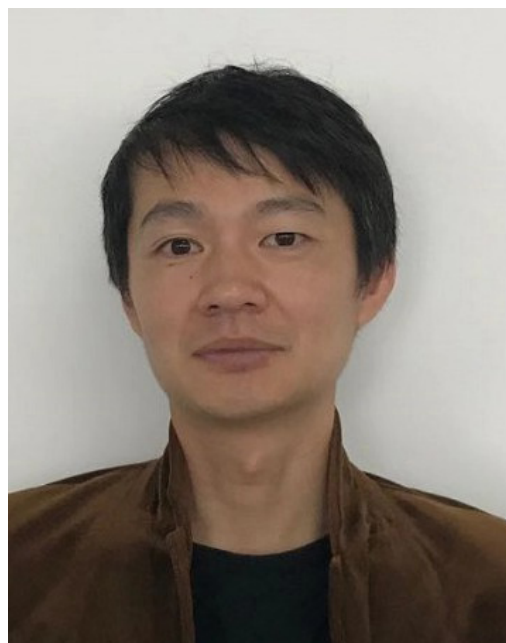


Timo Trippler

FINANCE & INVESTMENT ADVISOR



Timo Trippler is an ICO Advisor and entrepreneur with FinTech and InsurTech industry background. He is an expert in the financial market and risk management with 12 years of experience in financial transactions. He advised various successful ICO projects and manages multiple crypto fund portfolios. With all his experience, Timo is guiding the PodMiners team with the finances.



Sharp Ye

EXCHANGE LISTING ADVISOR



Sharp Ye is a Blockchain Advisor Listing and IEO expert.

He has been involved in Blockchain for a long time. He has experience of working with various ICOs and other projects.

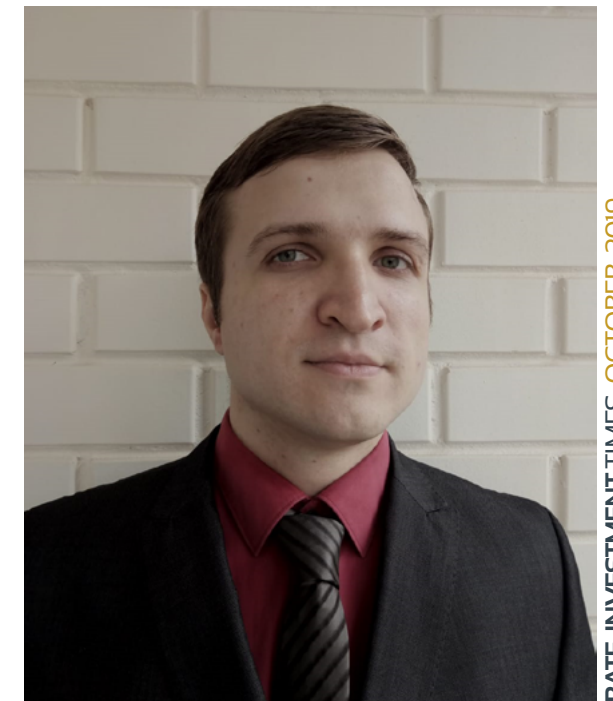
Sharp has joined PodMiners as Exchange Listing Advisor and will help PodMiners with his experience and knowledge in listing POMT (PodMiners Token) on the crypto exchange.

Nikita Vasilevich

COMMUNITY ADVISOR



Nikita Vasilevich has expertise in growing and managing communities. He has been on the advisory board of many ICO/IEO. Nikita is into the blockchain technology for many years now. He is the CEO of Biznes Akula. With his experience and expertise, Nikita is helping PodMiners in increasing the communities.



PODMINERS

Making Things Happen

NOTHING TO
REMEMBER.
NOTHING TO
STEAL.

YOU ARE
THE KEY.

SEAMLESS, ZERO-TRUST BIOMETRIC AUTHENTICATION.

Discover how Keyless can simplify
your authentication workflow.

KEYLESS

info@keyless.io

keyless.io

@keylesstech

To Libra or Not to Libra



Dr. Ahmed Banafa

the No.1 Voice to Follow in Tech & influencer on LinkedIn | Expert:
IoT-Blockchain-AI | Author Keynote Speaker (37k+ followers)

San Francisco Bay Area

In this part we will discuss the technology aspect of Libra the new cryptocurrency announced by Facebook on June 18th.

Technology Libra will be built on the Libra blockchain, a natively developed open-sourced blockchain that uses a Byzantine Fault Tolerant (BFT) consensus approach called LibraBFT Consensus Protocol (voting based protocol used in hyperledger networks).

However, the Libra blockchain will initially be a permissioned (closed) blockchain. This means

that access to the network is limited to a handful of selected and pre-approved entities who will become nodes in the system.

Libra will gradually transit into a permissionless network (similar to Bitcoin and Ethereum networks) within five years of the public launch of Libra blockchain and ecosystem. The rationale behind this is that a permissionless network has limitations in terms of speed and scalability, and in order to deliver a scalable, secure, and stable solution globally across billions of people and



transactions, it needs to be a permissioned system at first. That said, Libra blockchain will be open in the sense that anyone can use the network and even build applications on top of the blockchain.

THE LIBRA BLOCKCHAIN

With 5KB transactions, 1000 verifications per second verifications on commodity CPUs, and up to 4 billion accounts, the Libra Blockchain should be able to operate at 1000 tps (transactions per second) if nodes used at least 40Mbps connections and 16TB SSD hard drives. Transactions on Libra cannot be reversed. If an attack compromises over one-third of the validator nodes causing a fork in the Blockchain, the Libra Association says it will temporarily halt transactions, figure out the extent of the damage, and recommend software updates to resolve the fork.

Libra blockchain will facilitate smart contract functionality, using a relatively new language called 'Move'.

Smart contracts are pre-programmed contracts that are self-executable, thereby allowing for the automation of contracts without the need of any third parties or intermediaries. Move is a simple but powerful language, and is relatively suitable as a "first programming language".

More importantly, Move is designed with a key focus on security and safety, since leveraging a simpler language facilitates easier code writing and execution, and reduces the risk of unintended bugs or security flaws.

The first application to be built to support a cryptocurrency must be a wallet. This is exactly



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"

THE COLUMNIST



the case with Libra, in which Calibra, a cryptocurrency wallet, will facilitate the storage and exchange of Libra coins.

Calibra will be the first application to be built on the Libra blockchain.

Calibra is also the name of the company which will develop the wallet, and is in fact a subsidiary of Facebook, built to ensure separation between financial and social data, and to build and operate services on its behalf on top of the Libra blockchain.

Calibra will be available as a mobile application and will also be integrated

Libra will gradually transit into a permissionless network (similar to Bitcoin and Ethereum networks) within five years of the public launch of Libra blockchain and ecosystem.

with Facebook's Messenger application and WhatsApp, allowing users to convert fiat currency into Libra in their wallets and thereafter send, receive, and pay for stuff using Libra.

EXPERTS YOU CAN COUNT ON

"CAPTIVATING THOSE WHO MATTER"

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.

In a magazine once they start reading an article or absorbing an ad, there are no other bits of news or pop-ups hovering over and taking the spotlight off of the article.



CORPORATE INVESTMENT TIMES



Software Robots

helping Generation Next thrive in an automated workplace



GUY KIRKWOOD
Chief Evangelist,
UiPath



GAVIN JACKSON
Senior Vice President
and Managing
Director of EMEA,
UiPath



**DANIEL
DINES**
Co-founder
and CEO
UiPath



NEW TECHNOLOGIES LIKE RPA ARE BECOMING COMMONPLACE
IN OFFICES AND INCREASING THE EFFICIENCIES OF BUSINESSES
PROCESSES AS A RESULT.

GENERATION NEXT



Not only can RPA help drive productivity, but it can also help create a happier workforce. The average person currently works two and a half extra weeks a year due to the UK's 'long-hours culture' – and with burnout rife in today's society, automation is key to helping address the work/life balance. Businesses of all sizes must do all they can to boost worker engagement and job satisfaction, which will automatically help increase talent attraction and retention. Engaged, motivated and happy employees are an organisation's most important asset – and most workers who already work with automation feel it has made their work life better.

In a world where everyone is supported by automation, i.e. where

That's because they execute rules-based office tasks, freeing people up for more meaningful, strategic tasks, and helping boost engagement, productivity and happiness in turn.

They are also ushering in a new world of work: according to the World Economic Forum, 65% of children now entering primary school will hold jobs that currently don't exist.

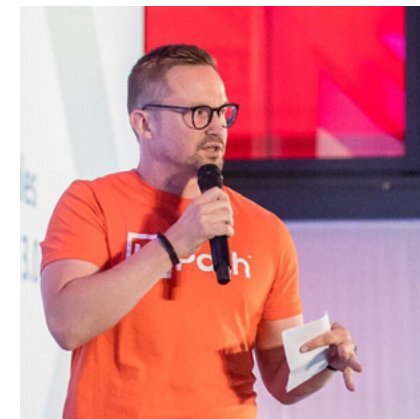
A more productive, happier workforce

Research conducted with Forrester has revealed that both businesses and workers have already started to benefit from the adoption of RPA. 57% of businesses have observed improved employee engagement – which offers huge knock-on business

benefits.

According to Gallup, 87% of employees worldwide are not engaged in their roles, whilst disengaged employees cost the UK £52-70 billion per year in lost productivity.

This is primarily due to staff taking more sick leave, and from higher staff turnover stemming from low workplace morale. If every person in an organisation could bring a 10% productivity increase to a company in a year, the benefits would be staggering. RPA can help bring this boost. A survey of C-level executives, directors and senior managers that have adopted RPA showed that 52% of respondents have reported increased productivity as a result of automation, whilst 43% expect to see this in the next two years.



Gavin Jackson, Senior Vice President and Managing Director of EMEA, UiPath

Gavin is an experienced senior executive leader in technology. He joined UiPath from Amazon Web Service (AWS) where he served as Managing Director for UK and EU.

Prior to AWS, Gavin held executive roles in other leading technology companies, including VMware and EMC. Gavin is an alumnus of the Harvard Business School, where he majored in business finance.

there is a robot for every person, employees will feel less stressed, and ultimately happier and more productive. Studies show that raising people's happiness makes them more productive by between 7% and 12%.

The impact on employment

One of the biggest stereotypes of robots is that they will take away jobs from humans at an alarming rate. However, a report from accountancy firm PwC has found that the combination of AI and robotics will actually create in excess of seven million jobs by 2037 – 200,000 jobs more than the estimated jobs that robotics may take.



Guy Kirkwood, chief evangelist, UiPath

A passionate advocate of the as-a-service economy, Guy has 20 years' experience in outsourcing and a particular interest in innovation and future development of the shared services and BPO markets. He is a writer and presenter on process automation and the future of work.

Since becoming Chief Evangelist, Guy has a bi-directional role, communicating 'out' from UiPath and listening to its community of developers, customers, partners and analysts; communicating it back 'into' the development, product, marketing and sales teams. In this way, he's able to help the company scale to ultimately IPO in the near future.

Robotic Process Automation

Robotic Process Automation is the technology that allows anyone today to configure computer software, or a “robot” to emulate and integrate the actions of a human interacting within digital systems to execute a business process.

RPA robots utilize the user interface to capture data and manipulate applications just like humans do. They interpret, trigger responses and communicate with other systems in order to perform on a vast variety of repetitive tasks. Only substantially better: an RPA software robot never sleeps, makes zero mistakes and costs a lot less than an employee.



Co-founder

and CEO

DANIEL DINES

Daniel Dines is the Co-founder and CEO of UiPath, which was built on the foundation of DeskOver. After graduating from the University of Bucharest with a master's degree in Mathematics and Computer Science, he worked in Microsoft's SQL Server development team in Seattle. Daniel was recently recognised as the 2019 'European founder of the year' at the latest Founder's Forum, and by Forbes as the 'First Bot Billionaire'.

There is no denying that the digital revolution is upon us – the estimated adoption growth of RPA alone is set to reach \$2.9 billion by 2021 – and that it can bring huge benefits to UK businesses at an incredibly challenging time.



in order to deliver business benefits. Otherwise, organisations could face an

technological age and enable them to work alongside automated systems effectively. The fact that employees value learning training opportunities and career development options higher than money highlights an imperative for businesses to upskill their workforce.

A brighter, more productive future

There is no denying that the digital revolution is upon us – the estimated adoption growth of RPA alone is set to reach \$2.9 billion by 2021 – and that it can bring huge benefits to UK businesses at an incredibly challenging time.

But at the core of these organisations are humans, and software robots must be implemented in a way that empowers – not alienates – human workers. Ultimately, a happy and engaged workforce is a more productive workforce, which benefits us all.

The more familiar we become with robotics, the more we realise that they are not the threat that was originally feared. In 2013 the University of Oxford predicted that around half of jobs in the US and a third in the UK were at 'high risk' of automation in the proceeding years. But this has since been revised and in April the economic organisation OECD said the figures are more likely to be just 10 per cent in the US, and 12 per cent in the UK.

Corporate responsibility

Whilst the roll-out of RPA and other AI technologies marks a positive step forward for business productivity and our working lives, its implementation must be managed correctly, and in an employee-centric way,

emotional resistance – which could hinder the acceptance and effectiveness of an RPA initiative. 82% of firms looking to implement RPA emphasised change management as a challenge, especially when it comes to cultural issues.

Such transformations can be aided by well-designed change management programmes, and communication and collaboration to maximise the positive psychological impact of RPA. Business and public sector organisations must also offer extensive training and upskilling of existing human workers, to ensure they make the most of the full benefit of working alongside robots, and to have the most positive impact on business productivity. This digital upskilling will also help employees increase their digital literacy in today's

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

ISBN 978-87-7022-030-9



9 788770 220309



River Publishers

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

Ahmed Banafa



River Publishers Series in Information Science and Technology

SECURE AND SMART INTERNET OF THINGS (IoT)

Using Blockchain and Artificial Intelligence (AI)



River Publishers

Ahmed Banafa

Kevin MONSERRAT

Data-driven venture capital economy

FOUNDER Consilience Ventures

London, United Kingdom

Innovation as a Service**CONSILIENCE VENTURES**

REDEFINING ENTREPRENEURSHIP

Kevin Monserrat is the Founder CEO of PK2M and Consilience Ventures which redefines startup financing and hence enables startups to execute quicker. It makes the best ecosystem players part of their team at the heart of a vibrant marketplace. CV gives investors more flexibility and higher returns by making their investment liquid.

He has spend many years to help companies to launch, grow and fund technology businesses when we was the Head of Ecosystem of Microsoft Scale Up London until 2018. He was he charge of key Microsoft partners such as, CVCs, VCs, PEs, FOs, accelerators and Universities. At the time Microsoft UK portfolio were raising about \$100 million a year in total. Kevin holds a Master's Degree in Business Innovation and Entrepreneurship from INSEEC Business School, France. Additional expanded studies were upheld in the Master's program at the University of New England, Australia as well.

Born in France, Kevin made a grand accomplishment at the early age of 14 yrs. old, winning the French National Boxing Championship.

Afterwards, he went on to serve as one of France's youngest Fireman one year later. In 2006, Kevin was appointed to Aix-en-Provence, France's largest Fire Station. This station responds to an average of over 200 emergency incidents per month, providing Kevin with over 400 answered incidents over the duration. He lived and worked in the United Kingdom, USA, and Australia.

This collaboration has made him an excellent Ambassador for Junior Chamber International; where he has held posts as Active Challenge Member and online Marketing Consultant.

Kevin developed a positive reputation with the Private Equity / Hedge Funds, such as Global Alternative Investment Manager (GAIM) and Alternative investment (CAIA) and helped to identify problems and recognize solutions.

In summary, Kevin has reviewed 700+ start-ups and mentored over 60 scale-ups in both marketing, talent acquisition and fundraising strategy.

THE VC LOUNGE

CB INSIGHTS CORPORATE INNOVATION TRENDS



The pace of disruption is accelerating. What got you here won't get you there. The next image shows just why it's so important that organizations think very proactively about innovation. What we see here is the average lifespan of an S&P 500 company over time. And it's pretty clear that the lifespan is declining. And so, it is, again, just harder to stay on top once you're there. Part of the reason for that is that the threats to

incumbent organizations are multiplying.

“Big companies are really bad at innovation because they're designed to be bad at innovation.” Maxwell Wessel, Harvard Business Review

There is therefore an opportunity to help big companies to collaborate with and benefit from working with start-ups. Yet start-ups are struggling with these companies because

they are too much distracted with raising capital, finding talent and expertise. To solve the problem it is then critical to focus on how best helping with the start-ups with all their problems so that they can increase their chance to collaborate with big companies and corporates – Innovation as a Service. Consilience Ventures is an alternative start-up ecosystem that enables traditionally low-risk investors to invest in high growth tech businesses.

Family Offices, for example, must choose between investing directly (high risk and don't have the skills or time), or have VCs do it for them (forced to pay high fees, and have poor visibility of investment performance). Consilience Ventures charges zero fees to investors. It is essentially an invitation-only community comprising investors, start-ups and advisors, whose interests are aligned by a token based 'Digital Share' (a token - but not Bitcoin!). Token value is expected to reflect the aggregate value of the entire portfolio as it grows (and as exits occur), so all token holders benefit – at far lower risk than equity in a single start-up.

Liquidity is built-in - users can exchange their tokens for cash via the CV online platform. This AI-powered platform also provides far greater transparency by analysing and reporting start-up performance on a continuous basis and in unprecedented detail. These proprietary metrics are also used to drive CV's unique funding model - Sprint Financing - that enables CEOs to focus completely on growing the business, rather than having to go part-time

for long periods while raising successive VC investment rounds. CV's community will refer over 10 000 start-ups and 25 000 advisors

during the first 10 years of which only 10% will pass our unique and rigorous selection process. CV uses blockchain to tokenize the shares of each start-up to align the incentives for all participants. CV will allow HSBC to focus on companies pre-selected by CV that are the most relevant for itself and its partners. Plus it gives an earlier access to the most successful companies, proprietary industry data and world-class IP.

Unlike bespoke projects, CV is a stand-alone venture with a variety of partners and therefore does not need to recover the entirety of its costs from its partnership with "Big" companies. Technology companies within CV are supported by



a network of experienced advisors and service providers who share the same motivation and benefit from a proprietary benchmarking and measurement methodology and platform.

Start-ups CEOs can focus more on their business since the CV platform provides incremental (Sprint) financing which is far less disruptive than traditional VC investment rounds.

Big companies could nominate their own staff for CV membership and have access to the entire CV community including other banks.

WHERE YOU SHOULD BE

BC Vault

DISRUPTOR IN CRYPTO HARDWARE RACE



www.bc-vault.com



BCVAULT

“You have an increasing demand to secure digital assets on one hand, and clearly outdated solutions to do so on other” - Hong Kong based Dmitry Fedotov, in charge of Business Development at BC Vault.

“Every newcomer to this market is claiming being “the most secure”, so we decided to put own money behind this claim.

With Crypto rally that began earlier this year, a lot of Blockchain companies came onto public radar. As usual, at Corporate Investment Times, we seek to identify a newcomer, that is about to pop.

»»» Such newcomer captured to our attention recently as leading cryptocurrency focused news outlets, bloggers, youtubers, twitter influencers seem be taken by a new cold wallet called BC Vault.

Creators of BC Vault, being crypto enthusiasts themselves, took a fresh look at what they are missing in existing solutions, and seeing an opportunity in user frustration dealing with mainstream cold wallets decided to create a product closely collaborating with crypto community.

“You have an increasing demand to secure digital assets on one hand, and clearly outdated solutions to do so on other” says Hong Kong based Dmitry Fedotov, in charge of Business Development at BC Vault. Every newcomer to this market is claiming being “the most secure”, so we decided to put own money behind this claim.

To ensure their ability to claim that the device was never hacked, BC Vault creators came up with a creative solution: each BC Vault contains a “bounty wallet” with a balance of 1 Bitcoin, that is encrypted in a same way user wallet are.

Bounty wallet address is public, meaning that if someone would manage to hack the device, it immediately becomes

TOYS OF THE TRADE



BC Vault is larger compared to other cold wallets. However, the device is not bulky and can easily fit inside the pocket.

Size comes as a result of large OLED screen that displays all important transaction information at the same time, including the full deposit address, amount and other transaction information crucial to minimize the risk of a Man-in-The-Middle attack.

It features a D-pad similar to iPod, which makes the device easier to use compared to mainstream Ledger and Trezor.

BC Vault is compatible with majority of digital assets out-of-the-box with over 200 thousand different types of crypto including

mainstream Bitcoin, Ethereum, Bitcoin Cash, Litecoin, Ripple, Dash, Stellar, Dogecoin, Binance Coin, Tron, Groestlcoin, EOS and many others.

High-grade components: while absolute majority of hardware wallet manufacturers are using Flash memory, BC Vault relies on cutting-edge FRAM, a much more expensive yet extremely secure memory solution that enables uncorrupted data storage for over 100 years.

Device features a built-in micro-SD port for wallet backups, ensuring that a lost or damaged device does not result in loss of one's digital assets as well as USB-C 3.0 connectivity.

public knowledge.

Growing demand is driven by overall adoption of Crypto as an investment instrument and resulting increase in hacking activities as a result of that.

2018 hack reviews opened many questions about the danger of keeping your crypto on exchanges and software wallets. In average, US\$ 2.7 Million in crypto are being stolen every day with 2018 being a record-breaking year with an increase of exchange hacks by over 13 times compared to year before.

SO WHY IS BC VAULT, A RELATIVE NEWCOMER, MAKING NOISE?

With a proportion close to credit card size,

WHAT EVERYONE NEEDS



Unlike most competitors, BC Vault comes with a native client app for Mac, Windows and Linux.

Built by geeks for geeks: while generally BC Vault's use is extremely intuitive, these willing to dive deeper, appreciate native functionality such as allocation of RAM, CPU or network during blockchain transactions.

Next-generation features securing digital assets are impressive: first of, each

With hacks becoming increasingly sophisticated, even the experts from crypto exchanges, like Jesse Powell, CEO of Kraken, are suggesting investors not to store more coins on an exchange.

Further on, they advise keeping investments in a crypto hardware wallet.

TOYS OF THE TRADE



device can contain over 2000 active crypto wallets each having own encryption and passphrase.

On top of that, BC Vault uses non-deterministic wallet structure: in this way if one of the wallets on device should be compromised, a hacker will not be able to discover other wallets on the same BC Vault.

Besides having a Global password and PIN for BC Vault, every wallet can be encrypted with an additional password and PIN and backed up on a microSD card or on paper as a QR code.

BC Vault took a fresh approach in a way of how to generate independent random variables while encrypting: device has a built-in gyroscope, that generates a random sequence based on random hand

movement.

BC Vault users also appreciate utilization of Seg Wit and Legacy addresses within each BTC wallet, as well as U2F authentication functionality.

BC Vault started shipping units to end-users in October 2018, keeps increasing it's functionality that puts them on a radar of leading Blockchain enterprises such as Binance, EOS, Tron, OKEx and many others.

"INFLUENTIALS" ARE SWAYED BY THE PRINT

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



CORPORATE INVESTMENT TIMES

Why Millennials Would Rather Buy Crypto Than Stocks

Aly Madhavji & Danish Chaudhry

Stocks have not only lost their luster with Millennials, who are expected to be the driving investment force in the next decade, but they are also facing competition in the form of cryptocurrencies. These new digital assets were born out of the same discontent felt by the generation that witnessed the 2008 banking collapse and have been created to appeal to the Millennial lifestyle.



Unsurprisingly, there is coinciding in the current generational crop coming into an investing age, and the emergence of a new type of investable asset - cryptocurrency. For most of the 20th century, and well into the 21st, stocks have been the primary choice to invest

money in, however, that is changing.

Stocks have not only lost their luster with Millennials, who are expected to be the driving investment force in the next decade, but they are also facing competition in the form of

cryptocurrencies. These new digital assets were born out of the same discontent felt by the generation that witnessed the 2008 banking collapse and have been created to appeal to the Millennial lifestyle.

Research and reports have shown that millennials are less likely than any other age group to own stocks and conversely, they are the generation that finds cryptocurrencies most appealing. In fact, it is not only stocks that are falling out of favour, from gold to commodities, the draw to this younger generation is fading fast.

It is this discontent feeling from Millennials that is shining a spotlight on Wall Street and the 1 percent that controls so much of the global wealth. Millennials are far less individualistic and are far more interested in social consciousness.

A survey from Bankrate has found that only 23 percent of those aged

18 to 37, responded that the stock market is their preferred place to put money they won't need for ten or more years.

At the same time, older generations have expressed a preference toward investing in stocks over other methods of saving, such as cash, real estate or even Bitcoin. 33 percent of Gen X and 38 percent of baby boomers said they prefer investing in stocks.

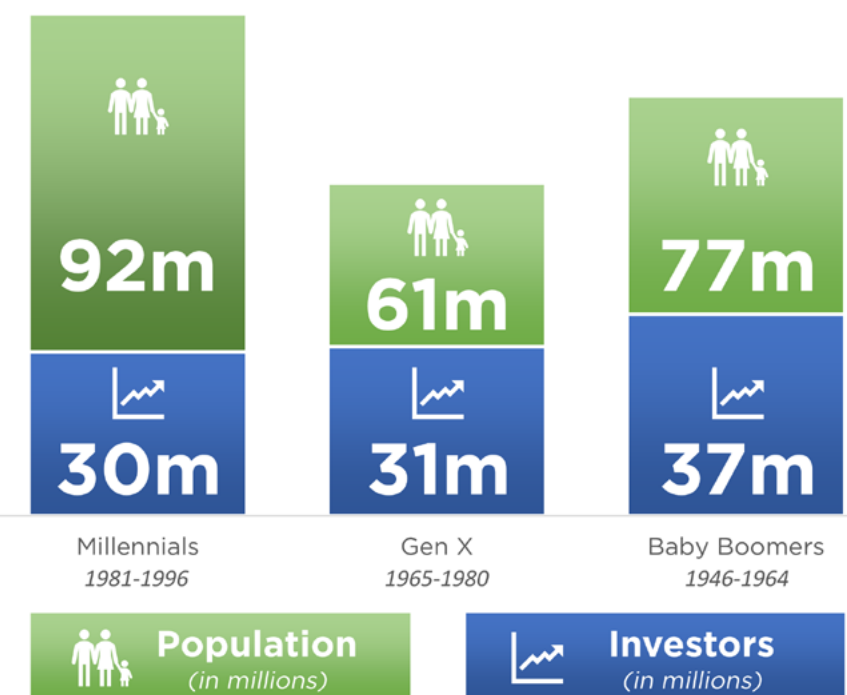
This information is nothing new nor surprising, but

one of the reasons for the breaking of tradition from up and coming generation is how the stock market has not performed for them.

Millennials have not fared so well with stocks. For millennials born January 1980, the stock market (S&P500) yields factoring in dividends produced flat returns for the 12-year period from age 18 to 30.

When looking at someone born in 1970 in comparison the picture is substantially different,

Large Population of Millennials Growing as Investors



Source: US Census Data, Accenture

THE COLUMNIST

as they would have seen \$1 turn into more than \$5 during from age 18 to 30. Of course younger millennials - those born in 1990 could have been fortunate enough to get into the stock market at deeply discounted valuations after the 2008 recession.

However, mega bailouts, exorbitant CEO pay, affordability of real estate and the massive occupy wall street protests have created instilled a deep distrust of financial markets among younger generations.

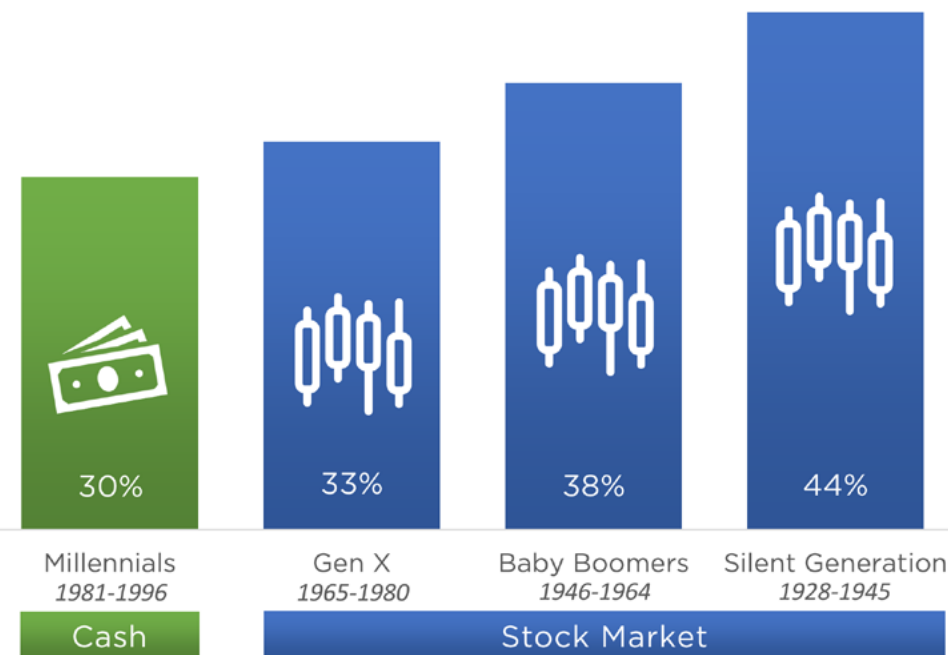
Clearly, there is little reason for millennials to be investing in something that has not performed for them or doesn't reflect there socially conscious views.

Consequently, they have started looking elsewhere, and they have managed to find something more attractive.

According to a report from Edelman, affluent millennials are looking to invest in

Favored Long Term Investment by Generation

Millennials are the only age group that favors cash investments



cryptocurrency. 25 percent of affluent millennials reportedly are using or holding cryptocurrency and 31 percent are interested in using cryptocurrency. More importantly, 74% said that

innovative technologies such as blockchain make the financial system more secure, indicating their interest in overhauling the current status-quo.

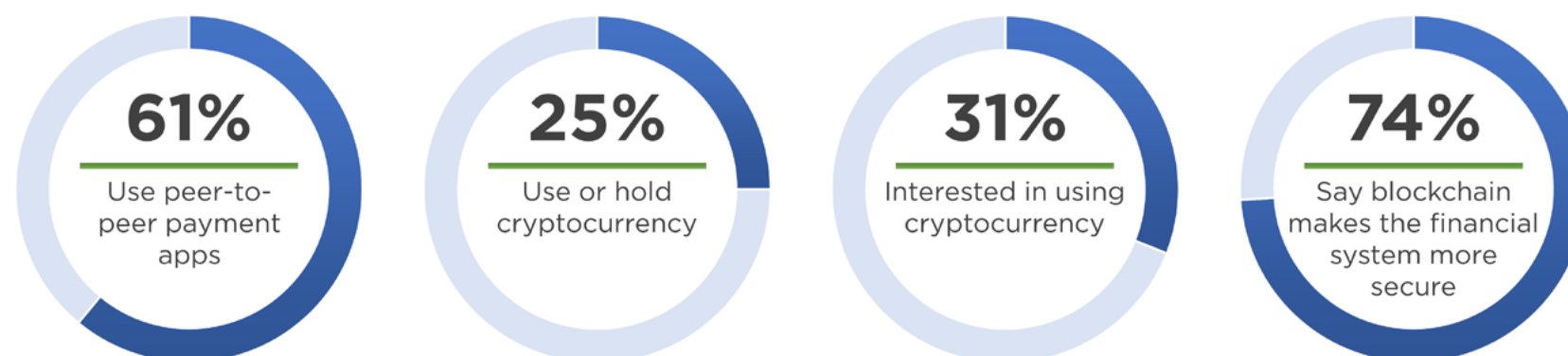
Another way to

understand the drive towards cryptocurrency for Millennials is to look at their preference to digital assets Gold, a traditionally stable asset used to manage risk.

Gold has long been a trusted, safe, and less volatile investable commodity, however, it is highly out of favor with millennials. Nate Geraci, president of the ETF Store, an independent investment advisor, stated:

"When we talk to our younger clients - we have a core gold allocation in our portfolios, and they'll ask about that and say, 'what about crypto?' And if you talk to, primarily millennials,

Millennials paving the way for Crypto Adoption



Source: 2018 Edelman Millennials with Money Study

EXPERT SPEAKS



ALY MADHAVJI

Managing Partner at Blockchain

Founders Fund and LP at Loyal VC

Aly Madhavji is the Managing Partner at Blockchain Founders Fund which invests in and venture builds top-tier Start-ups and consults companies and governmental organizations on emerging technologies. He is a Limited Partner on Loyal VC. Aly is a Senior Blockchain Fellow at INSEAD and was recognized as a "Blockchain 100" Global Leader by Lattice80.

He has served on various blockchain advisory roles including Polymath and traditional advisory boards including the University of Toronto's Governing Council. He currently consults organizations on emerging technologies such as INSEAD and the UN on solutions to help alleviate poverty. He is an internationally acclaimed author, publishing three books, including the award-winning book titled, "Your Guide to Succeed in University", as part of the Succeed Series and a monthly columnist for the leading blockchain magazine.

He is a mentor with Chinaccelerator, one of the global elite accelerator programs operated by the venture fund SOSV with \$500M+ AUM and the Mobile Only Accelerator (MOX).



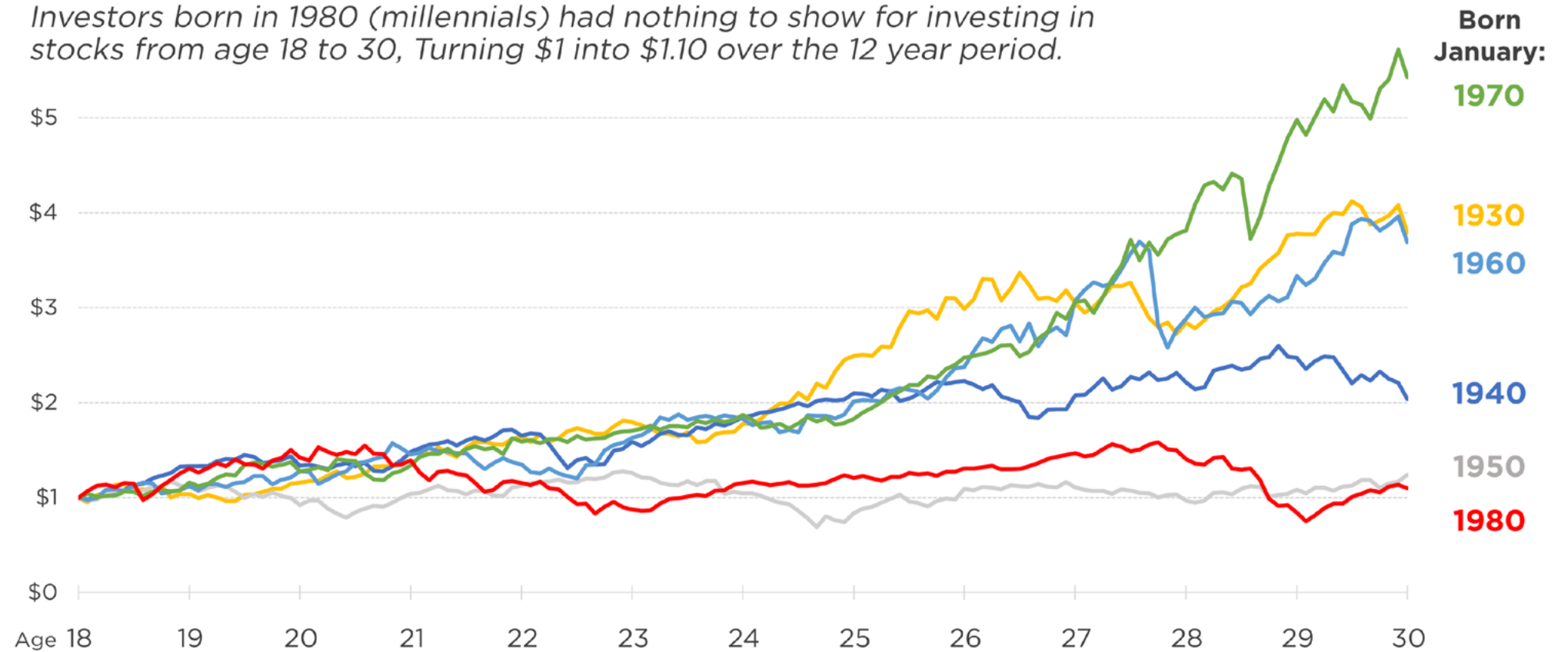
»»» DANISH CHAUDHRY

Danish Chaudhry is the Chief Operations Officer of the Bitcoin.com Exchange, overseeing all operations, growth and strategy of the platform. His background is in financial services, where he was at the world's largest asset manager, Blackrock Inc, for a number of years. He then went to found and successfully exited a payment platform in the fin-tech space. Having been interested in the technology, it was here where he first commercialised blockchain tech in the finance space. Danish has since then been involved in growing a number of blockchain companies and advising a number which have gone on to be highly successful.

Millennials have been stiffed by the Stock Market

The value of \$1 invested in the S&P500 from age 18-30 by age group.

Investors born in 1980 (millennials) had nothing to show for investing in stocks from age 18 to 30, Turning \$1 into \$1.10 over the 12 year period.



Note: Included Dividend Re-investment, not adjusted for inflation. Data: Yahoo Finance, Blockchain Founders Fund research

and ask them which they prefer, Bitcoin or Gold, it is a landslide. It is not even close; it's like 90 percent prefer Bitcoin."

A 2019 survey from Bankrate indicated that 9% of millennials selected cryptocurrency as the preferred long-term investment, further confirming demand for virtual currencies is growing among the millennial demographic.

Millennials are fed up with the financial legacy that has been left behind for them; they have seen the 1 percent continuing to enrich themselves

while making financial freedom more unattainable for the younger generation.

Movements like Occupy Wall Street are clear signs of dissatisfaction and frustration with the financial system among Millennials, who led the protests against social and economic inequality, greed, corruption and the undue influence of corporations on government.

The new generations have reached a point where they are no longer happy to continue under the heel

of an oppressive system and they have reached breaking point at a time where a new financial system is gaining notoriety, legitimacy, and normality. Thus, it is understandable why millennials are flocking towards a decentralized system using cryptocurrency and away from traditional investments.