

**Blockchain Solutions Conference | Room 1 | October 3**

**PROGRAM**

**Chairman of the Day**



**Carlos Barbero Steinblock**  
Co-Founder, BTC-Guardian (Spain)

Carlos co-founded BTC-Guardian immediately after getting introduced to Blockchain and Distributed Ledger Technologies early 2014. He co-organizes the Barcelona Bitcoin Community Meetups and has collaborated with universities, associations and companies to spread the knowledge and philosophy. In April 2016 a personal project to help and counsel other entrepreneurs in his town came to fruition with Coloured Seeds Coworking Space. A degree in Business Administration plus over 20 years of professional career holding finance positions in Fortune 500 companies, helped him put cryptocurrencies and Blockchain into context within large multinational operations and understand its potential application.

**08.30 Registration - Open All Day**

**10.30 - 11.15 Keynote: What is Blockchain and how will it disrupt existing industries?**



**Jon Matonis**  
Founding Director, Bitcoin Foundation (United Kingdom)

Jon's career has included senior influential posts at VISA International, VeriSign, Sumitomo Bank, and Hushmail. Also a featured guest on CNN, CNBC, Bloomberg, NPR, Al Jazeera, RT, Virgin Radio, and numerous podcasts.

**11.15 - 11.45 Keynote: Blockchain and Internet of Value**



**Gabriel Kurman**  
Co-Founder, RSK Labs (USA)

As a distributed platform of smart contracts on Bitcoin Blockchain, RSK Labs has developed an extensive fan-based Bitcoin and Blockchain community and is widely regarded as one of the best solutions to the Bitcoin scale debate.

**11.45 - 12.00 How IZX could be used at this event**



**Aleksey Studnev**  
CTO, Izetex (Singapore)

IZX provides a platform for independent developers of games with elements of augmented or virtual reality. The advertising provider may choose games that will be used for its promotion events, their developers get royalties. IZX is based on a blockchain platform, its code is open source, and it has no geographical boundaries.

**12.00 - 12.30 Crypto AI arbitrage and market maker**



**Vito Martin Hrzenjak**  
Head Project Manager, Rialto (Slovenia)

Bitcoin, Ethereum, and other blockchain-associated ecosystems will force traditional institutions to reconsider and change their roles in the industry. Great projects have already successfully connected users to

**ICO2017 and Crypto Economy Conference | Room 2 | October 3**

**PROGRAM**

**Chairman of the Day**



**Nils Veenstra**  
Managing Partner, BECON (Ireland)

With a background in technology start-ups and foreign direct investment on both sides of the Atlantic, Nils is one of the co-founders of the worldwide Blockchain Ecosystem Network (BECON). In addition to organizing conferences and events on blockchain solutions for the private and public sectors, BECON runs the CryptoEconomy events centered around investing in crypto-currencies, and new finance models for technology companies.

**08.30 Registration - Open All Day**

**10.30 - 10.45 An introduction to cryptoeconomics**



**Amith Nirgunarthy**  
CEO and Co-founder of BlockStreet (USA)

A broad introduction to Bitcoin – ideal for non-tech users, investors and business executives. Offshoots of the Bitcoin and Blockchain inventions – Alternative chains, currencies and applications. User stories, elegant analogies, examples and code snippets illustrating key technical concepts

**10.45 - 11.00 Disruptive Simplicity: Blockchain's Path To Mass Adoption**



**Caleb Slade**  
Co-Founder, Salt Lending (USA)

The world of blockchains is full of passionate individuals that love to talk about this new and disruptive technology. All too often, however, those with the greatest expertise have difficulty presenting their knowledge in an accessible format. Caleb Slade lays out an accessible methodology for blockchain advocates to use when introducing and explaining the complexities of blockchains to a novice and how turning every expert into a great teacher just might be the path to mass adoption.

**11.00 - 13.00 ICO 2017: Meet the ICO Projects**

Throughout the three-day conference we will give the stage to some pioneering blockchain projects from all over the world. The common thread is that all the presenting companies and persons have decided to raise working capital by launching a token crowd sale (also know as an ICO or ITO). The aim of this session is to gain a deeper understanding of what type of applications are coming on the market, as well as give investors more information about crypto investment opportunities.

the landscape of several cryptocurrencies and crypto assets. Rialto's part is to connect thousands of gateways with millions of transactions that are currently executed within the isolated exchanges.

**12.30 - 13.00 Keynote: Next generation data privacy; a decentralized search engine**



**Alex Bessonov**  
Founder and CEO, Bitclave (USA)

When it comes to online advertising, businesses are forced to pay exorbitant amounts of money to "middlemen" in order to reach a captive audience for their promotions. BitClave proposes a system in which the intermediaries are eliminated. Instead of paying any "middlemen", companies automatically make personalized offers directly to consumers who have opted in for the service. In this ecosystem, consumers have control over their own data and can opt into advertising and analytics services by retailers through the use of smart contracts

**13.00 - 13.30 Keynote: Using smart contracts to organize, and bring verification and stability to a traditionally unchecked sector; the cannabis industry**



**PARAGON**



**Jessica Versteeg**  
CEO, Paragon (USA)

Paragon aims to offer a suite of services aimed at increasing transparency from seed to sale, ensuring product quality, along with propelling the laws surrounding cannabis toward our goal of global legalization. The Paragon blockchain aims to increase transparency by utilizing the immutable ledger from seed to sale. The system tracks the product's entire life cycle, allowing the end-buyer to scan the QR code on the packaging and verify that the product was grown the way it says it was grown and is the strength that it claims to be.

**13.30 - 15.00 Blockchain Use Cases**

**USE CASE**

**IoT and Blockchain**



**Gerard van der Hoeven**  
IoT Gurus (Netherlands)

IoT is enabling industries to cooperate in surprising ways, like utilising streetlights for traffic monitoring or bringing sensor information together for other purposes. In this session, Gerard (Founder of IoT-Gurus) will share examples and ideas how to accelerate innovation by cooperating between verticals with the use of IoT and Blockchain.

**USE CASE**

**Blockchain and Logistics**



**Jonathan Stolk**  
Founder, Safetychanger (Netherlands)

Jonathan will share insights of how blockchain is used for safety and compliance for transport of toxic waste for the Dutch Human Environment and Transport Inspectorate. The transport of toxic waste is a complex process that involves multiple stakeholders: the Human Environment and Transport Inspectorate (HETI), foreign counterparts, the company that wants to dispose waste, a transport company and the company that will take care of the disposal.



**Introduced by:**



**Caleb Slade**  
Co-Founder, Salt Lending (USA)

Caleb Slade is a co-founder of the blockchain-backed lending platform, SALT, where he is the Creative and Community Director. Caleb has worked in mobile application development, product design, branding, marketing, customer experience and engagement, and graphic design. Working in the cryptocurrency space for the last 3 years, his passion is adapting emerging technologies into simple and impactful products. Caleb holds a bachelor's degree in philosophy from the University of Colorado.

**ICO PROJECT**

**Napoleon Capital**



**Stéphane Ifrah**  
CEO, Napoleon Capital (France)

**ICO PROJECT**

**TIES.Network**



**Natalia Tokar**  
Business Development Partner, Ties.Network (Netherlands)

**ICO PROJECT**

**Tokenbox**



**Vladimir Smerkins**  
Managing partner, Fund Manager, Tokenbox (Russia)

**ICO PROJECT**

**DENUMERO**



**Alexander Randarevich**  
Founder, DENUMERO (Czech Republic)

**ICO PROJECT**

**LAToken**



**Valentin Preobrazhenskiy**  
CEO, LAToken (Cayman Islands)

**ICO PROJECT**

**RightMesh**



**John Lyotier**  
Co-founder and CEO, RightMesh (Canada)

**ICO PROJECT**

**Loci**



**John Wise**  
CEO, Loci (USA)

**ICO PROJECT**

**Etherparty**



**Patrick Guay**  
Developer, Etherparty (Canada)

**13.30 - 15.30 ICO 2017: Meet the ICO Projects**

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**USE CASE****Blockchain and Mobility****Arwen Smit**

Co-Founder and CMO, DOVU (United Kingdom)

Fluid mobility is burdened by market inefficiencies and fiat limitations. Let's focus on real life use cases how blockchain can bring about organic movement in our cities, as DOVU powers the world's first circular economy for mobility.

**USE CASE****Digital Energy and Blockchain****Paul Ellis**

CEO, Electron (United Kingdom)

Electron is working on several initiatives in the energy industry, including asset registration, flexibility trading, data privacy and peer to peer community energy projects. Blockchain is being used to create demonstrably fair market environments faster, and at lower cost whilst being underpinned by mechanisms that support innovation.

**USE CASE****Blockchain and Human Resources****John Verwaaijen**

General Manager Benelux, Magic Software (Netherlands)

Magic Software emphasizes on digital transformation (from IoT to prescriptive analysis) and within this area provides a ready to execute Blockchain solution for employment agencies.

This solution helps to overcome the disruption that employment agencies are facing in the next coming years and is expected to bring a significant EBIDTA improvement once the solution is in place.

**USE CASE****Blockchain for the Telecom Industry****Oleg Pravdin**

Managing Director, Multi Digital Services (Ireland)

Easy way to provide global mobile coverage, improve quality of mobile service and increase ARPU.

**15.00 - 16.30 Vertical Deep Dive: Blockchain and Built Industry (Construction)****15.00 - 15.05 Introduction****Jeremy Barnett**

Director, Construction Blockchain Consortium (United Kingdom)

Also director of Blockchain consultancy Resilience Partners Limited and one of the founders of the Construction Blockchain Consortium. Jeremy is currently leading research with Professor Philip Treleaven at UCL on Algorithmic Dispute Resolution and the Law of Algorithms.

**15.05 - 15.20 What do people want? A review of the disparate actors in Construction and what they want from Blockchain****Huw Thomas**

Independent Consultant (United Kingdom)

Huw was a Partner at Foster + Partners from 1987 - 2017 working initially on the King's Cross redevelopment and BR International Terminal. He is currently working as an Independent Consultant on various projects world-wide seeking to change the way we approach strategic issues by adopting a more holistic approach.

presenting companies and persons have decided to raise working capital by launching a token crowd sale (also know as an ICO or ITO). The aim of this session is to gain a deeper understanding of what type of applications are coming on the market, as well as give investors more information about crypto investment opportunities.

**Introduced by:****Mike Costache**

Founder Blockchain Investors Consortium (USA)

Mike is the Managing Partner at KrowdMentor, a strategic investment and advisory firm empowering blockchain startups, funds and entrepreneurs to reach their funding and liquidity goals. Mike is also the founder of the Blockchain Investors Consortium (BIC) and serves on the Advisory Board of Token-as-a-Service (TaaS), the first ever tokenized closed-end fund dedicated to investments in blockchain assets.

**ICO PROJECT****Greeneum****Assaf Ben-Or**

Founder, Greeneum (Israel)

**ICO PROJECT****IZETEX****Alexander Gryaznov**

Founder, Business Development Officer, Izetex (Singapore)

**ICO PROJECT****Lordmancer II****Ilya Mikov**

Co-Founder, Lordmancer II (Russia)

**ICO PROJECT****PallyApp****Oliver Andersen**

Co-Founder &amp; CEO, PallyApp (United Kingdom)

**ICO PROJECT****Blockmason****Michael Chin**

Co-Founder, Blockmason (USA)

**ICO PROJECT****YouNow****Yonatan Sela**

SVP Business Development, YouNow (USA)

**ICO PROJECT****Paragon****Jessica Versteeg**

CEO, Paragon (USA)

**ICO PROJECT****BlockV****Gunther Thiel**

CTO, BlockV, Switzerland

15.20 - 15.35 **Smart Homes: collecting and distributing information from IoT sensors**



**Neil Thompson**  
Member of Digital Built Britain task group (United Kingdom)

Neil has great expertise in construction technology and digital transformation in the built environment. He is currently with Atkins and Digital Built Britain, and continues his research in digital economics at University College London.

15.35 - 15.50 **Building Information Modelling as an IT domain**



**Eleni Papadonikolaki**  
Lecturer, UCL (United Kingdom)

Eleni is a lecturer in Building Information Modelling and Management at The Bartlett School of Construction and Project Management, UCL.

She has been looking at Building Information Modelling (BIM) as a domain of Information Technology (IT), in particular through the lens of Supply Chain Management (SCM) and partnering.

15.50 - 16.05 **How Blockchain impacts Architecture and Design Thinking**



**Abel Maciel**  
Director, Design Computation (UK)

Abel is an architect and researcher with specific expertise in Building Information Modelling (BIM). He is the main coordinator for the CBC, with responsibility on the Steering Group, Secretariat and heads the Technical Committee.

16.05 - 16.30 **Concluding Panel Discussion**

16.30 - 17.10 **Vertical Deep Dive: Blockchain and Real Estate**



**Blockchain: Digitally Rebuilding the Real Estate Industry**



**Avi Spielman**  
Massachusetts Institute of Technology (USA)

Author of the book "Blockchain: Digitally Rebuilding the Real Estate Industry" Avi is founder and president of Joon Properties, a Nashville-based boutique real estate development company, and a founding member of the Forbes Real Estate Council. Currently, Avi is serving as associate editor of the Harvard Real Estate Review, vice-president of MIT AACRE, and board member of Vanderbilt Hillel.

**Bitfury** **How governmental bodies are using Blockchain**



**George Givishvili**  
CMO, Bitfury (Group Netherlands)

Seasoned professional in IT industry with 10 years' experience, Aleksandr (Ph.D. in Physics and Mathematics) started his career in High Performance Computing dealing with complex computational problems on hybrid architectures. Since 2015 he has turned his eyes on Blockchain and now he is leading the Exonum project (the framework for private blockchain solutions) in Bitfury Group. In this session we will take a closer look at how governmental bodies use Blockchain technology to become smarter; providing better services to citizens in a more effective way. With examples from The Republics of Georgia, Ukraine and Azerbaijan.

17.10 - 17.40 **Blockchain and Cities**

15.30 - 16.45 **Marketing101 – How to Promote a Token Launch**  
**Keynote and Moderator: The Crypto-Economy**



**Michael Terpin**  
CEO and Founder Transform Group, Co-Founder BitAngels, Founder Coinovate (USA)

Transform comprises a global digital PR firm and an events company. BitAngels is the world's first angel network for digital currency startups and Coinovate is a cryptocurrency consulting and development company.



**Insights from Ark Advisory**



**Jill Richmond**  
Managing Partner, Ark Advisory (USA)

Focused on bringing tokens and cryptocurrency projects to market. Jill's views on technology and innovation have been featured in The Washington Post, VentureBeat, The New York Times, BBC, Modern Luxury, BTC Media, and Forbes.

**Insights from Melrose PR**



**Kelley Weaver**  
Founder and CEO Melrose PR (USA)

Melrose is an agency focused on the running the communication and marketing efforts of emerging blockchain companies. Kelley's contributions have been published in Forbes and on her Huffington Post byline.

**Insights from Steemit**



**Mitchell Loureiro**  
VP Marketing, Steemit (Portugal)

Blockchain tech and marketing expert and has been entrenched in blockchain since 2012. Steemit is a social media platform where everybody gets paid for creating and curating content. It leverages a robust digital points system.



**Insights from Tokenmarket**



**Ransu Salovaara**  
Founder and CEO, Tokenmarket (Gibraltar)

Tokenmarket is a marketplace for tokens, digital assets and blockchain based investing where you can research and invest in tokenized assets, launch a crowdsale and give backers a tradeable digital asset. Revolter specialises in EU passported, disruptive investment products that bridge professional investors to bitcoin.

16.45 - 18.15 **ICO 2017: Meet the ICO Projects**

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**Introduced by:**



**Chriss Emms**  
Director, ITIRIC (Gibraltar)

Chris is a technology entrepreneur, spending the last 10 years working at the heart of technology disruption and innovation. Chris started life at Apple and





### How gaming and Blockchain can enhance security and safety in cities



#### Alex Shalash

Founder and Chairman of the Board, Idea Fabrik (Canada and United Kingdom)

The HeroEngine games platform will also power a smart city management and emergency services simulations platform, providing unparalleled real-time massive 3D modelling and scenario simulations, which will unite the data from the growing number of connected IOT devices, mobile phones and vehicles.

### Smart cities and smart contracts



#### Josep de la Rosa

Universitat de Girona (Spain)

UDG provides a perfect solution for smart cities project. It has been designed to handle large scale deployments with heterogeneous IoT systems. By enabling different classes of IoT devices, sensors and actuators into a common data plan, UDG highly simplifies the management of such deployments. It enables to save cost and time, and increase reliability.



### 17.40 - 18.20 Blockchain and Ports



#### Mariel van der Linden

Global Maritime Services, Ericsson (Netherlands)

As developer of innovative and strategic projects within Ericsson's Global Maritime Services department, Mariel helps organizations to discover the potential of the Networked Society and create a glimpse of what the emerging future will bring.



#### Mika Lammi

Head of IoT, Kouvola Innovation (Finland)

The city of Kouvola is a transportation hub of Finland and is the home to over 200 logistics companies. Kouvola received an EU grant to outfit shipping containers with devices which would share data through a private Blockchain. This project has breakthrough potential.

Kouvola Innovation

### 19.00 Networking Reception

Programs are subject to change

through a series of fortunate events ended up working with Google at the beginning of the birthplace of cloud technology. Chris then moved to Berlin where he worked in leading roles within some of Europe's most exciting tech start-ups.



### Avance Hub



#### John O'Malia

Founder, Avance Hub (Gibraltar)



### DomRaider



#### Christophe David

CFO, DomRaider (France)



### Rega Risk



#### Leonid Morozovskill

Co-Founder, Rega Risk (Russia)



### Gero



#### Nikolai Kovtunenکو

CEO, Gero (Russia)



### Jincor



#### George Paliani

International Ambassador, Jincor (Russia)



### IGNIS



#### Lior Yaffe

Co-Founder and Managing Director, IGNIS, (Switzerland)

### 18.15 - 18.45 Blockchange Your Business. The QUIZ



#### Rob - The Middle Man

Genius Class

GENIUS CLASS

Is your business ready for change? Are your employees aware of the opportunities ahead? Can you make money with blockchain? In a lively and fun quiz, companies from various sectors will be tested on their readiness for business. The publishing platform GeniusClass is bringing you online video training courses to get you and your employees ready for the change. The show has free seating and entertainment is guaranteed

### 19.00 Network Reception