

**Blockchain Solutions Conference | Room 1 | October 5**

**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 - 11.30 Vertical Deep Dive: Blockchain and Food**



**Moderator**



**Brian Heinen**  
Director, Blockchain in Europe (Spain/USA)

Brian and his panelists take a deeper look at the impact Blockchain technology has on the the farm-to-fork innovation community.

**Introduction**



**Stefan Meyer**  
CTO & Co-founder, Ambrosus and Managing Director, Food and Nutrition Centre EPFL (Switzerland).

Stefan is the Technology Visionary at Ambrosus, which combines high-tech sensors, blockchain protocol and smart contracts to build Supply Chain 2.0: the first publicly verifiable and community-driven system to assure the quality, safety and origins of food. He has over twenty years of R&D experience in quality assurance, ultrasound sensors and data encryption methods. Previously, Stefan led R&D projects at Nestlé, MHM Micro technique and Vitargent Biotechnologies. Holds a PhD in Food Science (ultrasound applications in food industry) from the University of Leeds and MSc in Geosciences from the University of Lausanne. Stefan is also a Member of the Swiss Federal Office for Agriculture.



**How to improve local manufacturing and give the possibility to operate at a global scale**



**Antonio Martín Alonso**  
VP Digital technology, CTO, Blendhub (Spain)

Skillful cultural change management expert, Antonio Martín Alonso has been working in the IT sector for more than twenty years, leading Global Transformation Programs for multinational companies; using technology, digitalization and the innovation as the drivers for business value creation.

**ICO2017 and Crypto Economy Conference | Room 2 | October 5**

**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 - 11.00 Keynote Presentation: The Good, the Bad and the Ugly**



**Nick Ayton**  
Managing Director, Chainstarter (United Kingdom)

Chainstarter is a token launch platform used for ICOs and a crypto trader of sorts. Nick also launched The 21Million Project that raised new capital to make a TV series about the Bitcoin Revolution. Nick has also worked on many interesting projects principally Ethereum based.

**11.00 - 11.45 Panel Discussion: VC and the Cryptocurrency Revolution... Engage or Deny ICOs?**



**Carlos Domingo**  
Founder and Managing Partner SPiCE VC (Spain)

Carlos is a senior executive, entrepreneur and investor. He was the President and CEO of Telefonica R&D, and CEO of New Business and Innovation at Telefonica Digital, as well as co-founder and board member of Wayra, one of the world's largest corporate accelerators.

SPiCE VC utilizes blockchain technologies to enable the first truly liquid and inclusive VC fund issuing regulatory-compliant security tokens. SPiCE tokens will be tradable from day one, and will entitle holders to 100% of net exit revenues.



**Eddy Travia**  
CEO Coinsilium (Hong Kong)

Coinsilium is a blockchain-focused accelerator that finances and manages the development of early-stage blockchain technology companies firm. Coinsilium shares are traded on NEX Exchange in London (NEX:COIN). In July 2013, Eddy co-founded the world's first global incubator of digital currency startups (Seedcoin).

Blendhub is a company that is widely recognised to be a reference for innovation and technology in the agri-food sector. The company has launched Cloud-Blending, a new relational business model that combines communities of talent and the technological support of a network of hubs as production centers, with the aim of feeding the global population and leaving hunger behind.



### Transparency in Every Byte of Food



#### Phil Harris

Founder and President Ripe, Blockchain for Food (USA)

Phil is a founder at ripe.io that is building the blockchain of food that provides tech solutions to help answer what's in your food, where it's been and what's happened to it. ripe.io creates product histories to tell the complete story of food "transparency in every byte" from farm to fork and exposes the journey of food to create new analytics, automation and business models through blockchain technology and the Internet of Things. Phil has an extensive career spanning over 25 years in financial technology including roles at Nex, Nasdaq, 360T and Blockstack.io.

11.30 - 12.30

### Panel Discussion: Blockchain Technologies and the challenges of Digital Transformation

#### Introduction (and Moderator)



#### Nick Ayton

Managing Director, Chainstarter (United Kingdom)

The last few years Nick has worked as a Blockchain Architect designing Blockchain based solutions for several industries. He launched The 21Million Project that raised new capital to make a TV series about the Bitcoin Revolution. A story Nick wants to be told properly and not white washed by Hollywood.



#### From the Ethereum point of view



#### Matt Spoke

CEO and Co-Founder, Nuco (Canada)

Matthew is a CPA who started his career at Deloitte, and subsequently founded the Deloitte Blockchain team known as Rubix. Matt is a Founding Board member of the Enterprise Ethereum Alliance



#### From the NEM Foundation point of view



#### Albert Castellana

Council member, NEM Foundation (Singapore/Spain)

NEM is one of the top 10 Blockchains in terms of market cap that allows rapid and safe DAPP development thanks to providing a native set of features that can be used instead of requiring complex smart contract programming.



#### From the Bitfury point of view



#### Marc Taverner

Director of Business Development, Bitfury Group (Netherlands)

Marc has 18 years of experience working with market leading, global technology companies. Founder of a successful modem distribution company. Held sales leadership roles with the world's largest provider of unified communications services and market leaders in educational technology solutions. BA Hons in European Business Studies from Brunel University, UK and Ecole supérieure de Commerce de Clermont-Ferrand, France.



#### Jamie Burke

CEO Convergence VC and CEO Outlier Ventures (United Kingdom)

With 1,000 angels, family offices, VCs and corporate investors, Convergence has delivered \$20m in early stage investment and partnerships. He is also co-founder of Outlier Ventures, a blockchain venture platform and fund, launched in 2014.



#### Richard Muirhead

General Partner, Open Ocean (United Kingdom)

OpenOcean has €125m under management. Also co-founder and chairman advisory board, Firestartr, a leading seed investor which writes £250k cheques monthly. Raised in the past well over €100m in venture and public capital from Accel, Apax, Celtic House, Intel Capital, Deutsche Bank and Atlas.



#### Alex Shelkownikov

Founder, Semantic Capital (United Kingdom)



#### Adam Cleary

CEO, Cavenham Capital (United Kingdom)

Cavenham Capital is a regulated investment management firm based in London that produces research and advises on ICOs and digital currencies. Formerly Adam was a Director and Founder of the UK Digital Currency Association.

11.45 - 12.15

### Anatomy of an ICO



#### Presentation and Moderator



#### 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.



#### Making sense of AI in Blockchain



#### Crystal Rose

Founder, Sense (USA)

Sensay provides a decentralized, transparent, interoperable messaging platform enabling anyone to chat and transact freely across centralized messaging applications.

Tokens on Sensay (SENSE) enable users to earn rewards for their conversational contributions across the Sensay platform and other applications.

12.15 - 13.30

### 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.

### From an author's point of view



**Federico Pistono**  
Author, speaker and researcher (Italy)

His first book, "Robots Will Steal Your Job, But That's OK: How to Survive The Economic Collapse and Be Happy" became an international success, published in English, Spanish, German, Italian, Portuguese, and Chinese. His research was cited and utilized by Fortune 500 Companies, the Economist Intelligence Unit, the Italian Government, Google EU Public Policy, and the European Commission.

### 12.30 - 13.00 Blockchain and (Digital) Advertising.



**Breaux Walker**  
Head of Blockchain, Kochava (USA)

Digital advertising is an \$80 billion market growing 15% annually. In spite of this robust growth, fraud in digital advertising is an epidemic that has eclipsed \$17 billion. By 2020 it's expected to reach \$50 billion. Kochava has been a leader in measuring digital advertising effectiveness so that advertisers can fight the massive fraud problem. Putting our products on blockchain is a natural evolution where the entire industry can contribute to making digital advertising more transparent effective. This presentation describes how the digital advertising industry functions today and our proposal for leveraging blockchain to improve the industry's transparency and efficiency.

### 13.00 - 14.30 Vertical Deep Dive: Blockchain, Fintech and Financial Services



#### Wall Street Blockchain Alliance



**Ron Quaranta**  
CEO, Wall Street Blockchain Alliance (USA)

Ron is a recognized expert in the area of blockchain innovation, particularly related to its impact on the world of financial markets. He also acts as an advisor and investor, with a focus on bridging the gap between the growing world of distributed ledgers and financial markets.

#### Rabobank



**Djuri Baars**  
Blockchain Co-Lead, Rabobank (Netherlands)

From the age of 6, Djuri learned coding and was an early adopter of most trends in IT. Started to use Bitcoin in 2009. After having gained a lot of experience doing big projects for multinationals winning hackathons by being creative with all kinds of data, he decided to take on a new challenge at Rabobank.



#### Alastria



**Alex Puig**  
Director, Alastria (Spain)

A consortium of Spanish companies has created Red Lyra, the "first multisector technology platform in the world based on Blockchain".

Lyra comprises fintech and non-fintech companies, professionals, and experts in Blockchain. Its founding members include Banco Sabadell, Banco Santander, Bankia, BBVA, Bolsas y Mercados Españoles (BME) and consulting firm Grant Thornton. The goal is for any company to be able to use the Lyra network to validate basic services and to develop applications in a "transversal environment with full legal guarantees in Spain".



### Introduced by:



**Sandy Salman**  
Co-Founder, CPROP (USA)

Sandy Selman is a co-founder of CPROP, a blockchain company which is launching a comprehensive platform for transactional real estate that addresses common pain points throughout the world, namely: lack of standardization and transparency, high transaction costs and disproportionate risks associated with property deeds and mortgage documentation.



#### SpectivVR



**Dylan Senter**  
Founder and CEO, SpectivVR (USA)



#### Confideal



**Reuben Godfrey**  
Advisor, Confideal (Ireland)



#### Peerity



**Jan Schets**  
CEO, Peerity (USA)



#### HeroEngine



**Alex Shalash**  
Founder, HeroEngine (United Kingdom)



#### Crowdwiz



**Slavena Savcheva**  
Co-founder, CrowdWiz (Estonia)

### 14.30 - 15.00 Keynote: Future of the Crypto Economy



**Brock Pierce**  
Co-founder, Blockchain Capital; Chairman, Bitcoin Foundation (USA)

Blockchain Capital is a pioneer and the premier venture capital firm investing in Blockchain enabled technology. Its initial fund was the first VC Fund dedicated to the Bitcoin/Blockchain ecosystem, launched in the Fall of 2013, and was also the first fund to accept capital calls in Bitcoin. Based in San Francisco, BLOCKCHAIN CAPITAL invests in the best entrepreneurs who are fostering innovation in the Blockchain economy.

### 15.00 - 15.30 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

## 14.30 - 15.30 Vertical Deep Dive: Blockchain and Healthcare

### Moderator



**Anca Petre**  
Pharm.D at Université Paris-Saclay (France)

Anca is a double degree candidate at Université Paris-Saclay and INSEEC Business School in London and Paris. Currently working on PhD research on the possible applications of Blockchain in Healthcare.



### Using Blockchain to verify Healthcare scheduling



**Dr Mathew Rose**  
Co-founder, Saavha (USA)

A Blockchain-based ledger of doctor's appointments could become "a nearly tamper-proof record," says Rose, co-founder of a startup called Saavha that uses Blockchain technology to verify the integrity of Healthcare scheduling.



### Connecting more people to better healthcare by leveraging mobile technology



**Onno Schellekens**  
CEO, PharmAccess Group (Netherlands)

PharmAccess Group is a group of Dutch organizations with the shared agenda to connect more people to better healthcare by leveraging mobile technology. PharmAccess recently won the 2017 FT/IFC Transformational Business Award for M-TIBA, a digital exchange platform for healthcare financing and delivery. M-TIBA was developed in partnership with Safaricom, Kenya's premier telecoms provider, and builds upon the M-PESA mobile-money platform. Onno has over 25 years of experience in technology, healthcare financing, and private equity.



### Helping pharmacists deliver prescriptions to your door



**Nick Potts**  
CEO, ScriptDrop (USA)

ScriptDrop is active in New York now but expanding into other areas soon. They have created a system for med reminders that help pill takers remember to take their pills. The project is live with a pharmacy system that has 1,200 pharmacies, growing to 13,000 independent pharmacies. Over 25% of patients never bother to pick up the medicines prescribed to them. The cost of picking and storing the medicine and then putting it back was \$300 million and offering a simple delivery service was the best way forward. The team uses local couriers to pick up and drop off the meds.



### Redefining care



**Dr. David Randall**  
Ph.D. Senior Policy Advisor, Solve.Care Foundation (USA)

Solve.Care Foundation has established the goal to redefine care coordination, improve access to care, empower the consumer with information and ability, reduce benefit administration costs and eliminate fraud and waste from healthcare and benefit administration around the world.



### What happens after a patient leaves the hospital



**Katherine Kuzmeskas**  
CEO, SimplyVital (USA)

(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:



**Luke Sesito**  
Co-Founder, CPROP (USA)

Luke Sestito is a co-founder of CPROP, a blockchain company which is launching a comprehensive platform for transactional real estate that addresses common pain points throughout the world, namely: lack of standardization and transparency, high transaction costs and disproportionate risks associated with property deeds and mortgage documentation.



### Hamster Marketplace



**Egor Kotkin**  
Chief Operating Officer, Hamster Marketplace (United Kingdom)



### AION



**Matt Spoke**  
Founder, AION, (Canada)



### Finom



**Kirill Suslov**  
CEO, Finom (Russia)



### Cypherium



**Nate Ren**  
COO, Cypherium (USA)

## 15.30 - 16.15 Panel: Crypto Economy Models

### Moderator



**Daniel Duarte**  
(Brasil)



**Jamie Burke**  
CEO Convergence VC and CEO Outlier Ventures (United Kingdom)

With 1,000 angels, family offices, VCs and corporate investors, Convergence has delivered \$20m in early stage investment and partnerships. He is also co-founder of Outlier Ventures, a Blockchain venture platform and fund, launched in 2014.



**Matt McKibbin**  
Founder and Chief Decentralization Officer at DecentraNet (USA)

DecentraNet is a full-service blockchain consulting firm serving entrepreneurs with a full suite of done-for-you services, deep industry partnerships, access to capital, and community events.

**15.30 - 15.45 The music industry, blockchain and financial freedom**



**Bradley Kohn**  
Director, Superbloom Capital (USA)

Bradley has been a music creative and entrepreneur for 19 years. During that time he has amassed platinum records with Pendulum and Chase & Status, was a co-producer of the first Global Citizen Festival with the Foo Fighters, Niel Young and Black Keys and ran Home Farm Studios for 10 years. He is now the Global Community Director for Superbloom - a membership platform that allows easy purchase into Pre-ICO's, the management of digital assets and eventually trade them on bank grade software licensed in the USA.



**Jonny Fry**  
CEO, TeamBlockchain (United Kingdom)

Set up an asset management business which he floated on the London stock exchange having been CEO for over 24 years. Jonny has then gone on to invest and run a variety of other businesses and currently interested in Blockchain and how social media can be used to drive results for organisations.

**15.45 - 16.00 Use Case: No ticket fraud with Blockchain**



**Maarten Bloemers**  
Lawyer and Blockchain Fanatic, Co-Founder, GUTS (Netherlands)

GUTS is a ticketing system which uses Blockchain technology to register ownership of SMART-tickets. GUTS makes ticket fraud impossible. The ticket can only be (re)sold at a fixed price, so no more disgraceful prices for secondary tickets.

**16.00 - 16.15 Closing Keynote**



**Federico Pistono**  
Author, speaker and researcher (Italy)

His first book, "Robots Will Steal Your Job, But That's OK: How to Survive The Economic Collapse and Be Happy" became an international success, published in English, Spanish, German, Italian, Portuguese, and Chinese. His research was cited and utilized by Fortune 500 Companies, the Economist Intelligence Unit, the Italian Government, Google EU Public Policy, and the European Commission.

**16.15 Close of conference**

Programs are subject to change