



MAKE MY COIN

**Blockchain is here.
What's your next move?**

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Introduction

MakeMyCoin is helping empower businesses with a fully functional blockchain ecosystem to explore and navigate the potential of blockchain by piloting solutions customized to the business line. We endeavor to be at the forefront of the smart future by creating a platform where right talents are connected with the right jobs so every blockchain project has the best prerequisite to succeed.

MakeMyCoin's number one goal is to offer a transparent and fair blockchain development platform by creating a decentralized freelancing ecosystem with lowest fees possible. It's that simple!

We are empowering startups and enterprises to get the full advantage of blockchain solutions, improve business efficiency, security and enable them to boost their businesses.

MakeMyCoin is a team of talented blockchain developers, advisors, industry experts and process champions whose passion is to design a blockchain ecosystem and develop technologies for the connected world.

We truly believe in the power of open source to create, collaborate and innovate in a freelancing ecosystem. This will help cut every middlemen or organisation that charges obnoxiously higher for the same set of services. Meticulously designed measures are taken to ensure reliability, efficiency, coherence and to lower costs. This leads to a win-win situation for the end-user and the end-service provider.

Organizations are starting to review the potential of blockchain to disrupt their industry through new business models and use-cases. In the process of reviewing and exploring the potential impact this technology means for their industry, innovative ways of improving business efficiency, reconciliation, saving time and cost are being unravelled. Blockchain with its innate characteristics of a distributed, encrypted, shared, chronological and incorruptible database is opening the world to new set of possibilities.

Our team is passionate about utilizing our technical & advisory capabilities, experience and product mindset to aid our clients realize tangible business value. The platform provides end-to-end solutions across the entire adoption life cycle. From ideation to deployment we help organizations apply blockchain & distributed ledger technologies while also engaging to ensure a high maturity time and clear business ROI across the product life cycle.

Blockchain is here. What's your next move?

Current Market Overview

Blockchain is here

Traditional systems operate with a centralized database, usually with a single point of authority. Blockchain technology, on the other hand, allows for a distributed database that holds a growing number of records. Instead of existing in one place, the ledger is continually updated and synchronized across multiple computers in a network. Therefore, any participant in the network with the proper authorization can view the entire ledger—without relying on an intermediary or any one authority.

As each transaction occurs, it is stored chronologically in a block, and each block is connected to the one before and after it. To ensure data integrity and security, parties in the network must validate each transaction—using agreed mathematical formulas called consensus mechanisms—and each block is secured by cryptography.

As such, the blocks form a permanent, chronological chain of transactions that cannot be changed without the approval of other participants. It is as if a notary is present at every transaction, and the blockchain leaves a public audit trail of all activities, accessible to those with the proper permissions. As a result, all authorized parties in the network have access to a single, shared source of truth, which will foster trust across multiple sites or geographies.¹

How blockchain is changing businesses

As a distributed, tamperproof ledger, a well-designed blockchain doesn't just cut out intermediaries, reduce costs, and increase speed and reach. It also offers greater transparency and traceability for many business processes. Gartner forecasts that blockchain will generate an annual business value of more than US\$3 trillion by 2030. It's possible to imagine that 10% to 20% of global economic infrastructure will be running on blockchain-based systems by that same year.²

From a new level of data transparency to extreme efficiency gains, blockchain opens organizations to a world of new possibilities. Technology giants, big telecom operators, pharma houses and major banks are investing heavily in blockchain technology, and the race is on to create blockchain-based products that fundamentally alter the business landscape around.

¹ KPMG. (2018). Blockchain and the Future of Finance. Retrieved from <https://home.kpmg/us/en/home/insights/2018/09/2018-issue3-article3.html>

² PwC. (2018). Global Blockchain Survey 2018. Retrieved from <https://www.pwccn.com/en/research-and-insights/global-blockchain-survey-2018.html>



*1 KPMG International (data provided by PitchBook), *The Pulse of Fintech Q4 2017: Global Analysis of Investment in Fintech* (February 2018).

2 International Data Corporation (IDC), *FutureScape: Worldwide IT Industry 2018 Predictions* (October 2017).

3 Gartner, Inc., *Practical Blockchain: A Gartner Trend Insight Report* (March 2017).

Few ways blockchain is changing how businesses operate

Tokenisation; the representation of real or virtual assets on a blockchain – is spreading to raw materials, finished goods, income-producing securities, membership rights and more. You can now represent on a blockchain almost everything businesses do.

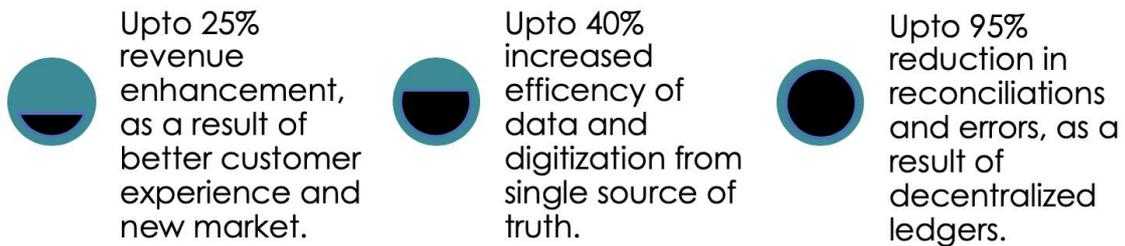
Initial coin offerings (ICOs), in which a company sells a predefined number of digital tokens to the public, are funnelling billions of dollars into blockchain platforms. Increasingly an alternative to classic debt/capital funding as performed today by venture capital and private equity firms and banks, ICOs in the first five months of 2018 raised \$13.7 billion.

Enterprise software platforms that are the engine for company operations such as finance, human resources and customer relationship management are beginning to integrate blockchain. For example, Microsoft, Oracle, SAP and Salesforce have all announced blockchain initiatives. In the future, many core business processes will run on – or interoperate with – blockchain-based systems. Using blockchain in concert with enterprise resource planning platforms will enable companies to streamline processes, facilitate data sharing and improve data integrity.

New industry and territory leaders are emerging. We are just at the beginning of a deep revolution with broad impacts and the possibility to re-design how businesses and societies function. The full spectrum of use cases is still unexplored, the scenario is similar to the first “Internet Era” in 1990s, with huge space for transformation, building new business, innovate existing companies and organizations.¹

1 PwC. (2019). Blockchain is here. What’s your next move?. Retrieved from <https://www.pwc.com/gx/en/issues/blockchain/blockchain-in-business.html>

Potential benefits of Blockchain



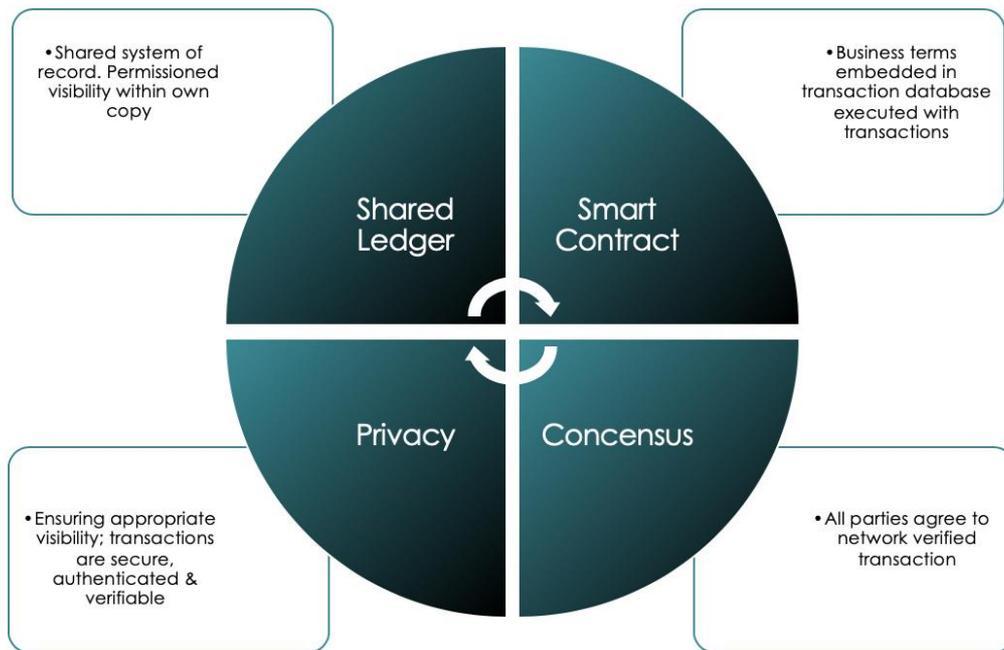
*Estimates based on KPMG client blockchain projects.

Most businesses have common fundamental underlying problems impacting their efficiency, operating costs and revenues. As a result of frictions many business transactions remain inefficient, expensive and vulnerable.



Everyone in the market believes that blockchain will revolutionise every business model, from pharma to airlines; entertainment & media to oil & gas; from insurance to the government sector. Blockchain has the potential to powerfully disrupt many aspects of how businesses and economies work; even how societies are organised.

Blockchain for Business



Blockchain fundamentally changes the game



One thing is clear, where ever blockchain technology is applied—efficiency, speed, transparency, and immutability are the common characteristics. Fundamentally, these are the characteristics that radically improves businesses.

What's your next move?

How do you come up with a business model in which companies in an industry can agree on common standards and operate together successfully? The answer lies in building trust. By focusing on four key areas early in their blockchain efforts, companies can set themselves on a path toward successful execution.¹

1. **Make the blockchain business case.** Strategic clarity will ensure that your blockchain initiative has a business purpose around which you and other participants can align.
2. **Build an industry ecosystem.** Blockchain may call for competitors to collaborate in a new way, as they come together to solve industry-wide problems.
3. **Design deliberately: determine rules of engagement.** Every blockchain will require rules and standards, particularly around what various participants will be able to access and how they can engage.
4. **Navigate regulatory uncertainty.** You'll need to stay agile to meet regulatory requirements as they evolve in the years to come.

Blockchain maturity and innovation are accelerating. Looking beyond a one size fits all platform has sparked new possibilities. It will lead to platform innovations we can't yet imagine. But as ecosystems develop around platforms, they must also interact and be able to interoperate without adding complexity or compromising blockchain's unique attributes.

¹ PwC. (2018). Global Blockchain Survey 2018. Retrieved from <https://www.pwccn.com/en/research-and-insights/global-blockchain-survey-2018.html>

MakeMyCoin Platform

We are a team of talented blockchain developers, advisors, industry experts and process champions whose passion is to design a blockchain ecosystem and develop technologies for the connected world.

The Makemycoin project was cumulated from experiences of the individuals within the team; experiences around success in development, use case conceptualization and implementation, technological innovations, business growth, failures & scams alike. Our experiences have made us wiser and more knowledgeable around the risks in this industry.

Our SMURFS (Specifically Marketable, Useful, Releasable Feature Set) is our reliability and wisdom gained through experiences in the domain of cryptocurrencies and blockchain. Our unique selling point is the trust we gained through involvement in diverse capacities in varied projects (development, advisory, marketing).

We provide blockchain technology solutions for businesses to increase their applications' productivity, profitability and trustworthiness. Organizations are starting to review the potential of blockchain to disrupt their industry through new business models and efficiencies. Startups & enterprises are looking for blockchain consultancy services to help them across the entire adoption life cycle.

Our Subject Matter Experts provide you necessary consultancy to stay ahead of the pack. Supporting the services, you want to provide using blockchain. We believe that Distributed Ledger Technologies (DLTs) carry the potential to introduce a new level of transparency, automation, and efficiency in businesses and nonprofits.

We help organizations to rapidly build applications on shared ledgers blockchain – technology and apply them effectively in their businesses. We can help you understand blockchain and its challenges in order to re-invent your business thereby helping you unwrap the business ROI (Return on investment) by deploying DLT (distributed ledger technology) tech to your business. We build blockchain solutions and systems to eliminate counterparty risks, create irrevocable & incorruptible records, reduce costs, increase efficiency and associated expenses, as well as minimize transaction time.

If you are looking for a reliable dedicated development team, our existing talent pool and our recruitment capacity are here to fulfil your needs. Thanks to several years of experience combined with passion and enthusiasm, we aim to create the best product with first-rate offer.

Overview of the platform

In our endeavour of creating a transparent and fair blockchain development platform, we will connect the right talent with the right jobs, so that every potential blockchain project has the best prerequisite to succeed. We are also in the process of recruiting and creating a freelance talent pool with strict criteria with emphasis on experience, skillset and reliability. It takes time to identify and select the right set of people. We look forward to expanding our team & onboard developers and advisors.

The platform envisions to launch off by providing technologies and consultancy around blockchain and transition to become the one stop solution for all things related blockchain and distributed ledger technologies.

It is envisioned to further explore into the technologies of future where the platform will also include technologies for a digital future viz. Big Data, smart applications around Internet of things (IoT), machine learning with artificial intelligence, augmented reality (AR) solutions and the likes. We endeavour to constantly evolve with changing times to include trending and valuable technologies and help to reliably bring them to the users at the most affordable costs.

Value Proposition

The platform will help extend you with software development teams and advisors basis your requirements quickly, efficiently and reliably. Tasks including project development will be divided across team to ensure efficiency and easy supervision by the core team. This will help increase productivity, reliability, coherence and lower costs. Our objective is to ultimately engage you with the right talent by cutting intermediaries and corporates who charge obnoxiously high for the same set of services.

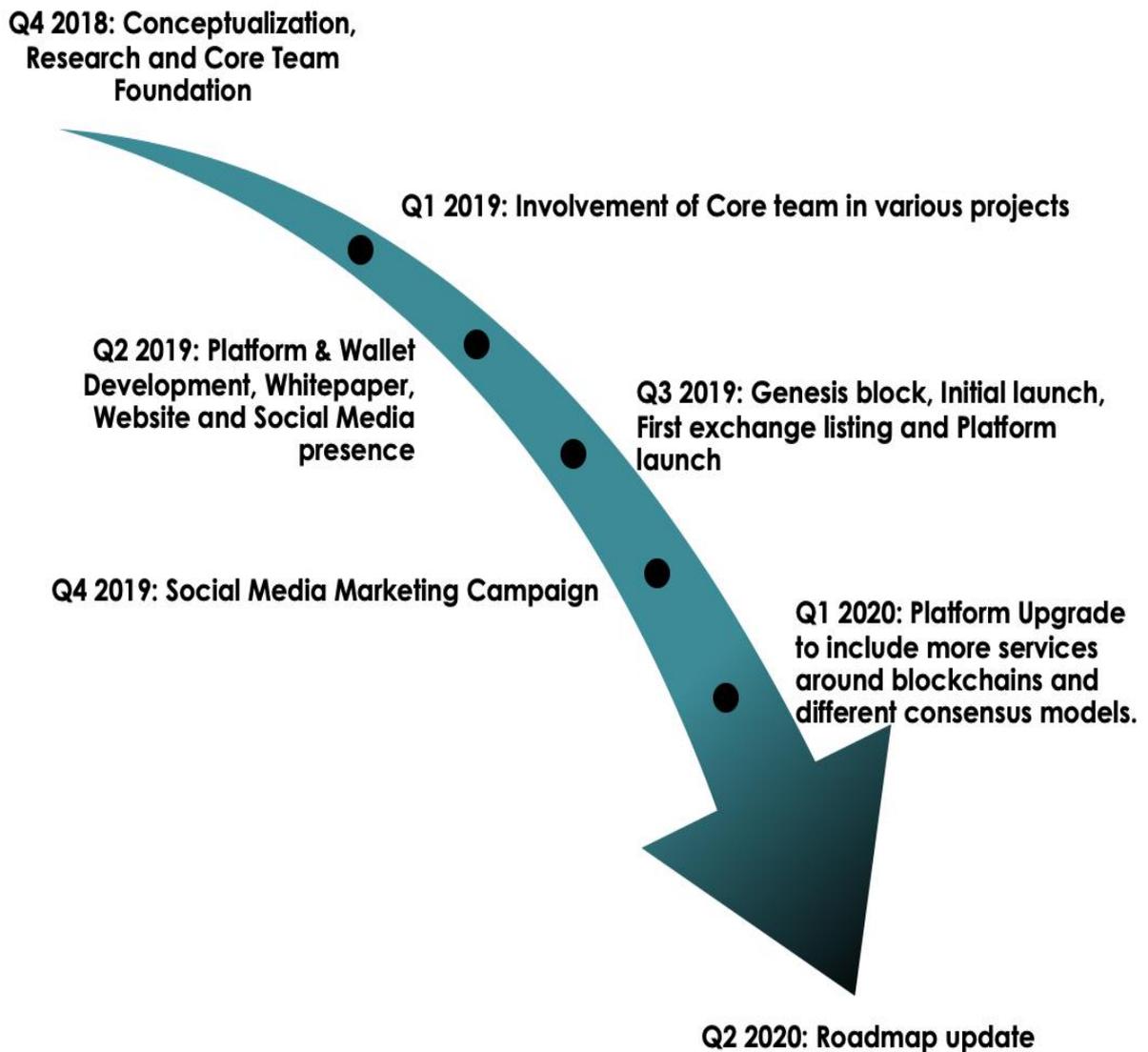
The accomplishment of tasks across parameters leads to better ratings for the teammates bringing more work to them thereby incentivising for the work well done.

Reliability & task completion within timeliness is ensured through a task distribution matrix being overseen by the core team. In this freelancing matrix, every individual will have a rating basis various criteria viz. efficiency, commitment, reliability, innovation, speed, expertise. In the process of increasing our talent pool to suit the requirements of evolving times, we will use escrow services to ensure that the funds for the project are secured and do not fall into prey to the risks in the crypto-currency open space domain. Successful completion will help new recruits gain points in the reliability matrix.

For utilising the services of MMCO platform, users will have to pay in MMCO coin. Core team who will receive MMCO will pay the development & advisory

team in MMCO coins. The pricings of the services to be delivered will be accompanied with Turnaround Time (TAT) to ensure that the services are delivered within timeliness. Any delay in the TAT will lead to reduction of pricing for the select service.

Roadmap



Services live on the platform (July'19)

Proof of Stake and Masternode based blockchains

We provide complete end to end blockchain ecosystem around Proof of Stake and Masternode based blockchains. Right from starting your genesis block to ensuring that you can customize your POS chain to various complexities suiting your business requirements. You may customize your blockchain's reward structure, collateral changes, fork & spork changes, integrate measures to prevent stake exploits, wallet GUI customizations, mobile (iOS/android) wallet, API integration etc.

Ethereum (ERC – 20 Smart Contracts)

Ethereum is based on the use of tokens, which can be bought, sold, or traded. In this case, "tokens" represent a diverse range of digital assets, such as vouchers, IOUs, ICOs, ERC tokens or even real-world, tangible objects.

ERC are essentially smart contracts that make use of the Ethereum blockchain. One of the most significant tokens is called ERC-20, which has emerged as the technical standard used for all smart contracts on the Ethereum blockchain for token implementation.¹

Stellar (XLM)

Using the Stellar network, you can build mobile wallets, banking tools, smart devices that pay for themselves, and just about anything else you can dream up involving payments. Even though Stellar is a complex distributed system, working with it doesn't need to be complicated.

Most applications interact with the Stellar network through Horizon where the Stellar Core software does the hard work of validating and agreeing with other instances of Core on the status of every transaction through the Stellar Consensus Protocol (SCP). The Stellar network is a worldwide collection of Stellar Cores, each maintained by different people and organizations. The distributed nature of the network makes it reliable and safe.²

We can help you create your own token on stellar network to utilise the power of the revolutionary Stellar Consensus Protocol.

We have partnered with developers who have advanced technical skillset around blockchain development on platforms including but not limited to EOS & TRON smart contract deployment and Hyperledger fabric.

¹ REIFF, N. (2019). What Is ERC-20 and What Does It Mean for Ethereum?. Retrieved from <https://www.investopedia.com/news/what-erc20-and-what-does-it-mean-ethereum/>

² Stellar.org. (2019). Stellar Network Overview | Stellar Developers. Retrieved from <https://www.stellar.org/developers/guides/get-started/>

Tools and Technologies



Blockchain Development Process Overview



Blockchain Ideation: In this phase, we will gather your requirement, brainstorm the idea and perform resource analysis. We identify how the innate characteristics of the blockchain can help achieve the desired results in your business processes. Example: - Identifying on adding a mechanism of adding trust in an untrusted environment or creating an irrevocable & incorruptible record of significant data and events.

Technology Selection: After requirement analysis, we will discuss different use case models and identify the best suited technology solution for your business.

Design: This phase will cover cost analysis, creative design, development & implementation timeline, consideration of technological add-ons.

Development: Ideas & design phases will be executed to initiate development of the solution. You will receive regular updates to track the development process of your blockchain from alpha to beta phase leading to the deployable product.

Testing: Rigorous internal quality checks will be performed before sharing the product for testing on the client side. Post successful testnet run, we will start acceptance procedure & finalise the product for deployment.

Deployment: We help you understand and assist with the entire adoption cycle. Our primary objective is to ensure that the product integrates with your present business model so you get the desired outcome. Deployment of

blockchain happens in coordination with all your business, operations and technology team.

Support and Maintenance: To ensure continuous operation during the complete product life cycle, we will provide active support and maintenance channels on discord, email, IM & Skype.

Use Case of MakeMyCoin cryptocurrency (MMCO)

One can utilize the services of MakeMyCoin platform by making necessary payments in MakeMyCoin cryptocurrency (MMCO). MMCO is a hybrid cryptocurrency based on proof-of-stake (POS) mining and masternodes. The coin has a strong use case of being key crypto-currency for utilizing any service of the MakeMyCoin platform. The reward structure is meticulously designed to ensure sufficient supply and the platform is and will continue to be diligently worked upon to ensure it creates sufficient demand. The increasing collateral and decreasing reward structure with increasing blocks will help control inflation and ensure that the coin appreciates in value with increasing demand. Being a POS/MN based coin the early adopters will be highly rewarded because of higher ROI in initial phase owing to gradually increasing masternodes. Various price sustainability measures are put in place including coin burning criterions, capped project reserve fund, limited presale, minimal bounties or airdrops. Details about the MakeMyCoin cryptocurrency is described in the appended whitepaper.

About MakeMyCoin cryptocurrency

MMCO is a hybrid cryptocurrency based on proof-of-stake (POS) mining and masternodes. The distributed database of all operations of MMCO are stored in the MMCO wallet available for different platforms. The wallet nodes are synchronised over a peer-to-peer network. The POS and masternode hybrid network creates a secure blockchain to avoid malicious attacks. Traditional Proof-of-work (POW) protocol based blockchains utilizes lot of energy by using energy hungry application specific integrated circuit (ASIC) machines. In POW, new blocks are created by doing certain amount of computational work to validate transactions. In POS, new block winner is chosen basis validator's stake in the network. However, selection by account balance alone would result in (undesirable) centralization, as the single richest member would have a permanent advantage. Hence a hybrid of different variables in proof of stake & masternodes is devised to ensure decentralisation of the network.

Proof of Stake

Proof of stake (PoS) is a type of consensus algorithm by which a cryptocurrency blockchain network aims to achieve distributed consensus. In POS protocol, the creator of the next block is randomly assigned between select wallet nodes basis a combination of their weight or stake in the network. The more MMCO in a wallet, the more credibility that wallet node will be given. The more credible the node, the more likely it is to receive a block reward. We use the Randomised block selection and coin age based selection as variables. Anyone who holds MMCO coin can become the validator node likely to receive the block reward. A validator's chance of receiving a block reward depends on how much of a stake they have in combination with the lowest hash value. The coin age selection randomises and chooses the validators basis how long have their coins been staked for. For MMCO; the minimum stake age of coins is 1 hour and the block maturity is 20 confirmations.

The larger the stakes and the coin age is; the more likely it is to receive the block reward. If a node is having large amount of MMCO that it is staking, it's probability of harming the network decreases. Hence, nodes staking higher amount of MMCO are given a greater preference in confirming POS transactions than those with smaller MMCO. The POS winning wallet reward is constant at 10% of the total block reward.

Masternodes

MMCO Coin has a two-tier, hybrid network for securing the blockchain where the second layer is the masternode layer. Block time (block speed) of MMCO is 60 seconds thereby increasing the circulating supply by 1440 blocks per day. For a wallet node to be called as masternode, a fixed amount of collateral must be locked and constantly be online to secure the peer to peer network. The transactions are validated by the masternodes thereby strengthening the

governance model. MMCO has an increasing collateral with increasing number of blocks which goes from 5,000 to 25,000 MMCO. This is another price sustainability measure to counter the high ROI in the initial phase. In the initial phases, the increasing reward structure incentivises the investors for running the masternode with the higher collateral. The rewards are structured such that in the long term emission rate is reduced thus stabilizing the supply and price. ROI is a factor of the number of nodes and MN reward per total block reward.

$$ROI = \frac{\text{Number of blocks (1440)} * \text{Block reward} * \text{Masternode share(90\%)} * 365}{\text{Collateral} * \text{Number of nodes}}$$

The number of rewards that are received by a masternode wallet address depends on the number of nodes in the peer to peer network.

$$\text{Masternode reward per day} = \frac{\text{Number of blocks (1440)}}{\text{Number of Masternodes}}$$

Reward Diagram

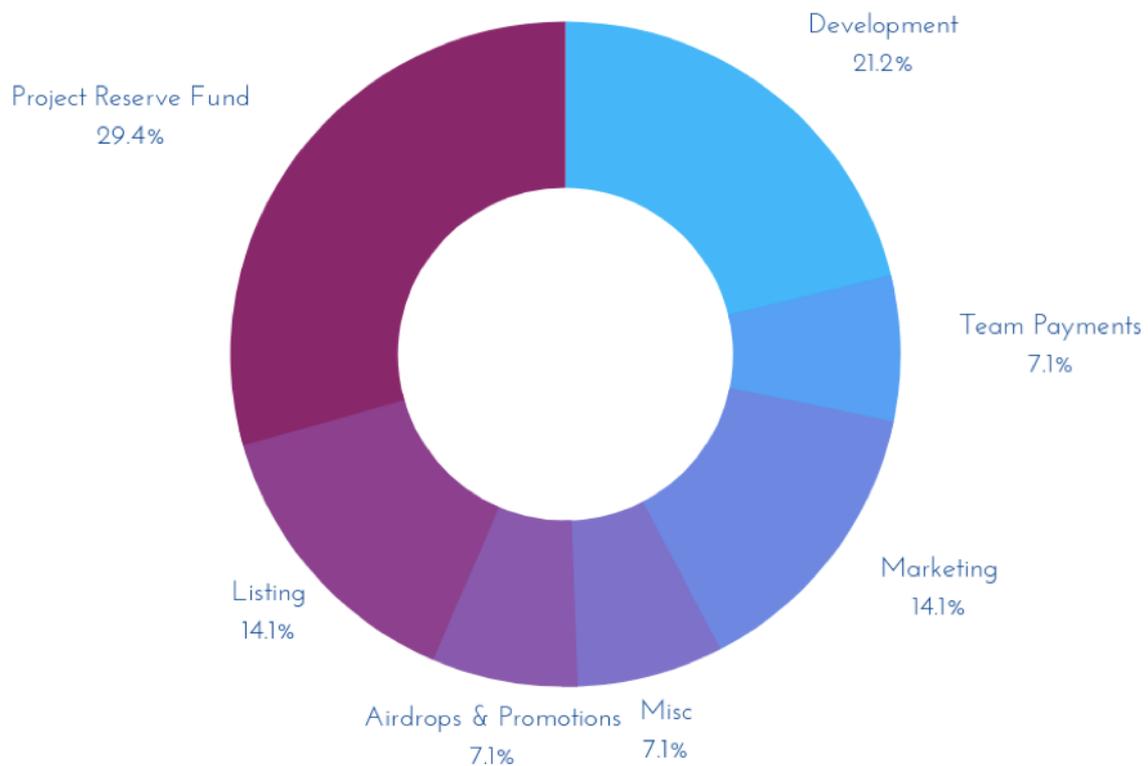
All nodes having their wallets open for staking are eligible to receive a block reward basis fulfilment of the minimum stake age and minimum confirmations. Every block reward is shared by POS winners and masternode winners as per the appended table.

Block Start	Block End	No Of Days	Reward per block	Masternode Reward	POS reward	Collateral	Assumed # of Node	~ ROI (%)
61	1000	1	1	10%	90%	5000	4	
1001	15000	10	5	90%	10%	5000	10	4730.4
15001	60000	31	10	90%	10%	10000	30	1576.2
60001	100000	28	20	90%	10%	15000	50	1261.16
100001	200000	70	25	90%	10%	20000	75	788.8
200001	300000	70	30	90%	10%	25000	125	454.296
300001	500000	138	25	90%	10%	25000	250	189.04
500001	1000000	345	20	90%	10%	25000	350	108
1000001	2000000	695	10	90%	10%	25000	500	40.608
2000001	4000000	1390	1	90%	10%	25000	600	7.884

Specifications

Coin Name:	MakeMyCoin
Ticker:	MMCO
Type/Consensus	Proof of Stake
Block Reward:	1 - 30 MMCO
Masternode Collateral:	5000-25000 MMCO
Masternode Reward:	90%
Staking (Proof of Stake) Reward:	10%
Block Time:	60 seconds
Total Supply	34,000,000 MMCO
Premine:	340,000 MMCO (1%)

Premine Allocation



Project Reserve Fund

100,000 MMCO will be reserved under the header for Project reserve fund. People utilizing services of MakeMyCoin platform will have to pay in MMCO only. MMCO can be bought from leading crypto-currency exchanges. Investors can also mint MMCO in their wallets basis Masternode and POS criteria's.

Every blockchain project including development and advisory will have a different cost associated with it. In the event that the demand of MMCO for a project is more than what is possessed by the end-user or available to be purchased from exchanges; MMCO can be bought directly from the core team's project reserve fund. This will be a constant locked fund to be used exclusively for supporting the projects undertaken by the platform.

Inflation control and Price Sustainability

The Project fund's total value is capped at 150,000. For any coins received beyond this capping, they will be permanently burnt. This will help reduce the circulating supply at any point of time and also put a cap on the total coins possessed in the core team's project fund. We truly believe in the power of open source to create, collaborate and innovate. Making a strong community around the project and incentivizing them by empowering them and making them stronger is one of our primary objectives. Burning of coins and having price sustainability measures in place is a way of ensuring that the community's and investor's interests are safeguarded.

Bonus Wealth Booster Fund

We believe that a strong community around the project will lead to better marketing, adoption and build a robust use case of the MakeMyCoin platform. In this endeavor, we will be sharing 5% of all sales income received for platform's services instantly amongst select community users.

Until block 100,000, every 50,000 MMCO will make you eligible for 1 seat. You may possess the coins by running masternodes or by having coins on staking to secure the network. A screenshot of the wallet will be required to prove your MMCO possession.

5% of the sales receipt will be equally distributed amongst all the seat holders. Users will be able to track all sales and the instant payment made to them on discord.

For example, a payment of 100,000 MMCO received for developing a specific blockchain will boost the wealth of the top users as illustrated in the table below. It is assumed that masternode collateral is 10,000 MMCO.

5% of 100,000 = 5000 MMCO distributed equally amongst all seat holders.

Users	MMCO Possession	Number of Seats	Bonus Fund received
A	120,000 (9 nodes + 30,000 POS)	2	1,000 MMCO
B	60,000 (5 nodes + 10,000 POS)	1	500 MMCO
C	170,000 (12 nodes + 50,000 POS)	3	1,500 MMCO
D	100,000 (0 nodes + 100,000 POS)	2	1,000 MMCO
E	40,000 (3 nodes + 10,000 POS)	0	0 MMCO
F	100,000 (10 nodes + 0 POS)	2	1,000 MMCO
Total Seats eligible to receive Bonus Fund :		10	5,000 MMCO

Go to Market Strategy

Presale

MakeMyCoin having culminated from the experiences and ideas of people in the domain of blockchain and crypto-currencies, we have had community confidence and investor interest from the early foundation days of the core team. The interest is only growing stronger over time.

Presale will have 10 Masternodes on sale. It will last 10 days and will be conducted in 2 phases.

Phase	Number of Masternodes for sale	Masternode Price	MMCO Price
Phase 1	5	0.3 BTC	6000 sat
Phase 2	5	0.4 BTC	8000 sat

Exchanges

Listing on exchanges and making the MMCO coin readily available on various exchanges will help in easy accessibility to the platform and increase MMCO coin liquidity.

At the end of the presale, MMCO coin will be listed on a leading decentralized crypto exchange – CryptoBridge. Currently we will have MMCO/BTC pair listed on CryptoBridge.



In the future, we will have more pairs and exchanges to buy and trade MMCO coin.

Listings

The funds gathered from Presale will also be used for listing on useful crypto websites. This will include Masternode statistics & monitoring websites, instant shares masternodes and staking pools.

Few websites that are considered for listing:



Moving Forward



Blockchain and Cryptocurrencies are disrupting Finance, Companies and Society, a new “Internet of Value Era” is emerging offering big opportunities for innovation in many sectors. We are just at the beginning of a deep revolution with broad impacts and the possibility to re-design money, payments, funding, ownership, ledgers, privacy, transparency, business processes. The full spectrum of use cases is still unexplored, the scenario is similar to the first “Internet Era” in 1990s, with huge space for transformation, building new business, innovate existing companies and organizations.

We provide Consulting Services to support entrepreneurs, start-ups, medium and large organizations in development and defining strategies related to Blockchain and Cryptocurrencies. We assist our customers in the implementation of innovative business models and solutions offering a mix of technical, business and strategic understanding of the industry. We leverage an international network of recognized experts and leaders to provide insights in a super-fast evolving market of blockchain.

“Blockchain is not the thing. It's the thing that enables the thing.” - Michael Dell