



Beyond POC: Blockchain Applications in the Real World

A Discussion for Institutions, Traders, Hedge Funds & Others in the FinTech Markets

May 18, 2016 • The Joseph Gross Gallery • New York

Event Schedule

5:45 pm: Registration

6:15 pm: Panel Opens

- Why blockchain is a transformative and evolving platform
- Understanding and applying blockchain technology: Clearing & settlement, international remittances, land registries, smart contracts and more
- Adoption of blockchain to improve existing functions and the challenges of dealing with legacy systems
- Public vs. Private blockchains: Understanding the differences and which is best for your firm
- What is the fundamental value of the blockchain and how to leverage the technology
- Where to invest and what to look for in an investment of blockchain technology

Panelists:

Mitchell Dong, Managing Director, **Pythagoras Investment Management**

Joseph Lubin, Founder, **ConsenSys**; Founder, **Ethereum**

Evgeni Mitkov, CEO & co-Founder, **Clearable & NYSD**

Steven Nerayoff, Founder & CEO, **Maple Ventures**; Advisor & Contributor, **Ethereum**

Susan Poole, Founder, **BlockBridge Advisory**

Paul Szurek, Head of Strategy & Partnerships, **Blockchain**

Steve Wager, EVP Global Operations & Development, **itBit Trust Company**

Facilitator: Stacey Mankoff, Managing Principal, **The Mankoff Company**

7:15pm – 8:15pm: Networking Reception

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Mitchell Dong is a private investor, hedge fund manager and runs his family investment office. He is a serial entrepreneur who has started a dozen businesses over the last 40 years in alternative energy, technology and finance. He invests in quantitative traders, hedge funds, private equity and venture funds. He runs a global trading operation which trades bitcoin in China, Europe and the USA. Mitchell is a graduate of Harvard College and the OPM program at Harvard Business School.



Joseph Lubin's career has involved various posts in the fields of technology and finance and in their intersection. Subsequent to graduating cum laude with a degree in Electrical Engineering and Computer Science from Princeton, he worked as research staff in the Robotics Lab at Princeton and then at Vision Applications, Inc., a private research firm, in the fields of autonomous mobile robotics, machine vision and artificial neural networks. His next project was the development of an autonomous music composition tool with tomandandy music. Two years into the music project, Joseph co-founded the Ethereum Project, and has been working on Ethereum and more recently ConsenSys since January 2014. ConsenSys began as a blockchain production studio building decentralized applications, mostly on Ethereum, and continues on this track, but has expanded its activities since inception. Many of those components are core elements that can be used to construct larger solutions as well as being standalone solutions in their own right. Since ConsenSys began operations before the Ethereum ecosystem existed, ConsenSys has also built core infrastructure elements like Ethereum clients, testing frameworks, rapid application development frameworks, and Integrated Development Environments. ConsenSys Enterprise, the professional services arm, works with various enterprises to help them formulate their blockchain strategy and develop business processes for them on private or consortium blockchains, as well as on the public Ethereum network.



Stacey Mankoff is the Managing Principal of The Mankoff Company, a full-service marketing consultancy specializing within the financial industry, with an expertise in trading and latest technology. She started the firm in 2009 after 13+ years of sales and marketing experience for the pharmaceutical, IT, healthcare and financial services industries. Prior to her working in the conference industry with firms including IIR (GAIM events) and WB Research (TradeTech), Ms. Mankoff held senior sales and marketing positions at Saatchi & Saatchi; Lehman Brothers; Dun & Bradstreet and Thomson Reuters. She is on the Advisory Board of QuantsGiveBack, a charitable organization within the quant community, and is an active member of Women on Wall Street, the Silver Shield Foundation, the USO and The Good Dog Foundation. She earned a BA from the State University of New York at Binghamton, an adjunct degree from the London School of Economics and a Certificate in Public Relations/Marketing from New York University.



Evgeni Mitkov has been a trailblazer in the Foreign Exchange derivatives markets with innovative business models and cutting edge technology since 1998. Deep understanding of the industry bottlenecks has always led Evgeni into finding the simplest combination of solutions. His latest endeavor Clearable, the first clearing house for OTC FX derivatives on blockchain rails, combines low latency trading technology with blockchain technology to ultimately save market participants billions in trading capital. Clearable builds on top of series of innovations he developed working in the industry including the first FX Option ECN, SURFACEexchange, which opened up the interbank market to buy-side firms while he was at GFI, and also the first commercially available vol-surface based, FX option risk management system.



Steven Nerayoff is the Founder & CEO of Maple Ventures, a VC firm with a focus on Blockchain Technology companies. Working with Private Equity firms, VC firms and other institution investors he has raised money for his own and many other public and private companies. He is an advisor to platforms such as Ethereum and Lisk and is also a prolific serial entrepreneur, currently the Founder & CEO of CloudParc and next generation intelligent transportation and smart city company. Prior to Maple Ventures and CloudParc, Steven founded Freedomcare Eldercare, one of the country's largest private pay home health care providers, and prior to this, he founded iOffer.com. Steven began his professional journey as an attorney with Orrick, Herrington & Sutcliffe, where his practice involved technology, M&A, structured finance transactions, tax and corporate work.



Susan Poole is the Founder of BlockBridge Advisory, working in a consulting role with companies going to blockchain. Prior to this, she was Director of Development for the Chamber of Digital Commerce, which is the trade association for Digital Assets. The Chamber's mission is to promote the acceptance and use of digital assets and related blockchain technologies. Prior to the past 2 years immersed in the blockchain world, Susan Poole has over 20 years engaging and advising enterprise businesses via business-building leadership roles for Microsoft International, VMware, HP and other leading technology companies, living in the USA, UK, Australia, and Asia. Additionally, Susan has been on the start team as sales / business development lead for 4 successful startups, 3 which were successfully acquired, and one where her build deliverables with Intel and Microsoft resulted in closing a \$25 million funding round.



Paul Szurek leads Blockchain's strategy and partnerships team, focused on driving adoption and growth of Blockchain's products and identifying high-value use cases and partnership opportunities to expand the impact of DLT for users across the world. Prior to joining the Blockchain team, Paul was an Associate at Insight Venture Partners, where he led investments and portfolio growth strategy in Marketplace, e-Commerce, and SaaS businesses. He started his career as a consultant with Bain & Company, advising internet media and software clients on product and marketing strategy, along with M&A due diligence in Bain's Private Equity Group. Paul graduated summa cum laude from Wake Forest University with a B.S. in Mathematical Economics and Spanish, where he held the Carswell academic merit scholarship.



Steve Wager is the EVP of Operations and Development for itBit. Steve has over 20 years of experience in securities services with roles in custody, product, sales, operations and client services. He has also managed businesses in the US, Germany, UK and Canada. Prior to joining itBit, Steve was a Custody Product Head for Citibank's Markets and Securities Services franchise, overseeing the Bank's global and direct Custody platforms in both the United States and Canada. He is a leader in both financial services innovation and business development and is focused on helping itBit develop sustainable bitcoin 2.0 initiatives. Steve received his B.A. in business administration from SUNY Albany and earned his MBA from Northwestern's Kellogg School of Business.



Organizer: The Mankoff Company is a full-service marketing consultancy concentrating on all aspects of the financial industry with an expertise in trading technology. We partner with our clients to determine need and design targeted and results-driven marketing plans, networking forums, interactive seminars, lead-generation campaigns, PR & product promotion campaigns, b2b programs, and establishment of a web and social media presence. The **After the Bell** series are targeted, topical events of interest to the financial and Fintech community.