



Beyond POC: Blockchain Applications in the Real World

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

28 April 2016 • The Washington Mayfair Hotel • London • #BlockchainPOCLondon

Event Schedule

5:45 pm: Registration

6:15 pm: Panel Opens

- The evolution of blockchain: A transformative and evolving platform
- Applying blockchain technology to financial markets and beyond: Clearing & settlement, international remittances, land registries, smart contracts; Reaching other verticals i.e. Supply chain, Insurance, Healthcare
- Open ledger initiatives
- Adoption of blockchain to improve existing functions; addressing legacy systems and enabling other technologies
- Public vs. Private blockchains: Understanding the differences and which is best for your firm
- How blockchain impacts collaborative economies - is it a decentralizing force? And what is its application in the developing world?
- Investment area of opportunity: What should you look out for?

Panelists:

Jay Best, CTO & Blockchain Solutions Advisor, **VentureBoost Group**

Jamie Burke, Founding Partner & CEO, **OutlierVentures**

Pinar Emirdag, Managing Director, **Hupomone** & Founding Member, **UK Digital Currency Association**

Paul Gordon, Co-Founder, **Quantave** & Director, **CoinScrum**

Garrick Hileman, Economic Historian, **University of Cambridge & London School of Economics**; Founder, **MacroDigest.com**

Peter Randall, COO, **Setl**

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

7:15pm – 8:15pm: Networking Reception

Media Partners





Dr. Jay Best is an eminent thought leader and technology strategist and one of the leading experts in applications of peer to peer systems and blockchain technologies. After joining MIT as a senior research scientist and doing work in distributed systems, deep learning and high-performance computing, he has been driving innovation and advising on application of blockchain and other information technologies to provide real-world solutions. Dr. Best has been speaking and holding seminars for global firms on technology strategy and innovation and how to leverage blockchain technologies to maximize profits.



Jamie Burke, CEO, OutlierVentures, is one of Europe's foremost investors and thought-leaders in the blockchain space. He founded Europe's first blockchain venture builder & fund [Outlier Ventures](#). He also runs [Blockchain Angels Europe](#) to help educate angels and early stage VCs and connects them with the best start-ups from across the World for deal-flow. This gives him a unique perspective on the blockchain ecosystem.



Pinar Emirdag, Managing Director at Hupomone Labs, has worked on a broad spectrum of innovative developments in financial services as a designer, founder, developer of products and businesses, a strategic investor on behalf of institutions and an operator responsible for servicing a large sophisticated group of clients. She is the managing director at Hupomone Labs and a founding member of the UK Digital Currency Association. She was also one of the founders of Mathmoneyf(x). Prior to this, Pinar was responsible for managing London Stock Exchange Group's Business Development; at ICAP, as a MD responsible for Business Development in Institutional Brokerage. She previously held a similar role at Liquidnet and prior to that was at Citigroup. Pinar started her business career at financial services management consultancy, Oliver Wyman. Pinar holds a Ph.D. and M.Sc. in Physics and a M. Sc. in Electrical Engineering from Brown University.



Paul Gordon is a former derivatives trader who first became interested in Bitcoin in 2011. In 2012 Paul founded Coinscrum, the first Bitcoin and Block Chain technology networking group in London, which has since grown to be the largest of its kind in the world with over 2300 members. In early 2014, Paul was instrumental in helping to establish the UK Digital Currency Association (UKDCA), a trade body that has already had success in helping to guide policy surrounding the nascent Digital Currency industry in the UK. Paul is also a co-founder at Quantave, which develops digital currency exchange connectivity and data solutions.



Dr Garrick Hileman is an economic historian at the Cambridge Centre for Alternative Finance and London School of Economics Centre for Macroeconomics. He was recently ranked as one of the 100 most influential economists in the UK and Ireland and he is regularly asked to share his research and perspective with the FT, BBC, CNBC, WSJ, Sky News, and other media. Garrick has been invited to present his research on monetary and financial innovation to government organisations, including central banks and war colleges, as well as private firms such as Visa, Black Rock, and UBS. Garrick has 20 years' private sector experience with both startups and established companies such as Visa, Lloyd's of London, Bank of America, The Home Depot, and Allianz. Garrick's technology experience includes co-founding a San Francisco-based tech incubator, IT strategy consulting for multinationals, and founding [MacroDigest](#), which employs a proprietary algorithm to cluster trending economic analysis and perspective.



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.



As CEO, **Peter Randall** will be spearheading the SETL initiative. Credited with revolutionising the equity exchange market in Europe through the establishment of Chi-X Europe Ltd, Peter led the company's growth as founder and CEO, from an unknown multilateral trading facility to become one of the top trading venues in Europe by volumes. Prior to Chi-X, Peter was COO at Instinet Europe Ltd, and the first Executive Director of FIX Protocol Ltd. Peter is a Chartered Fellow of the Securities Institute and was educated at the London School of Economics and the University of Oxford.



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.