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## Episode 117: Cyber Days Roundup: Music, Real Estate, and Getting Started in Crypto

Kelley: Welcome to Crypto Token Talk, a crypto 101 podcast exploring how blockchain technology applications like bitcoin, ethereum, and other crypto assets could change the world. Learn from blockchain experts, thought leaders and founders of some of the most innovative companies and world changing ideas of our time. I'm your host Kelley Weaver, CEO of Melrose PR, a leading blockchain communications agency. Thanks for joining us today.

So I'm here with Chris Eberle, at the UCLA Cyber Days event. Thanks so much for joining us.

Chris: Thanks for having me.

Kelley: So tell us a little bit about what you're up to with Swarm Fund.

Chris: Yeah. So Swarm Fund is all about democratizing investing. So, just as the blockchain itself prioritizes access, we're using the blockchain to prioritize and facilitate access to investment opportunities that were traditionally exclusive to only the very rich, and only in the private equity circles.

Kelley: Huh. Interesting. How did you ... I guess let's take a step back. How did you discover like, blockchain and crypto? And then, following up to that, how does blockchain and crypto tie in with that?

Chris: Yeah. This is fun. So, it all comes back to Russia. Which sounds super random, and kind of is. Not even a year ago, so like early last summer, professionally I was working at Facebook. I had been there for a few years. I had a couple of really amazing jobs. And then, personally, was on family vacation. So my wife's father is from Russia originally. So we did this awesome family trip, St. Petersburg and Moscow with family. So it was my wife and our kids, her dad and stepmom, and then her brother, Sasha, and his fiance. And so, among other things that we did on that trip that were amazing, and I highly

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recommend visiting those places, Sasha was, and still is, all-in on crypto, and was in super-crypto- evangelist mode. Which, you get a lot of your listeners, as they're getting into this space, have probably already found themselves or their friends in super-crypto- evangelist mode. And Sasha kinda wouldn't shut up about it. My son referred to him as "Bitcoin Boy" and Bitcoin Boy got me super hooked on crypto. He owed me a little bit of money from the trip, at the end, and I asked him to put it in some stuff on my behalf and I was kind of off to the races.

Kelley: When was that?

Chris: So, that was June of last year. Left Facebook in July.

Kelley: Wow.

Chris: Started working with blockchain companies just in like helping out advisory roles shortly thereafter.

Kelley: Because of Sasha?

Chris: Um-huh.

Kelley: Wow.

Chris: And then now, actually in just the last month or two, have gone all-in on crypto and I'm only working on blockchain related things.

Kelley: Wow. I love that. We had a similar sort of transition with our company, of focus. I mean, it's like, once we discovered blockchain, you can't unlearn it. And it's like, that's all you wanna do.

Chris: You just get the bug, right?

Kelley: Yeah.

Chris: And you're in.

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Kelley: Yeah. Wow. That's really cool. So, what sorts of things are you excited about seeing? Like, talk a little bit more about what this means for consumers. And what the timeline is gonna be where we'll be able to actively use this.

Chris: You mean blockchain in general? Or Swarm?

Kelley: No, for Swarm. Assets and things like that.

Chris: Cool. Although, I guess, my answer is sort of the same. For blockchain in general and for Swarm, I think 2018 is already proving to be, is going to be, a massive year for really making this stuff available to people. Like, it's not that easy to get into crypto today. Right? And unless you're doing like the coins that are on Coinbase. It's tough to get in and, you know, I don't know, set up a MetaMask wallet and transact with ERC-20 tokens and all this stuff. Like, or use, like, EtherDelta or whatever. It's super friction-full. That's probably not a word, but we'll use that. So much friction. And so just as all those things are evolving for crypto itself, you know, Swarm is a marketplace that we launched in late January. So it's there today, but it's in Alpha. So we're sorta just getting going. But, today, people can come with their bitcoin or ethereum and invest into real-world assets on Swarm. So we have two funds that are live now. One is a distressed real estate fund. One is a Silicon Valley growth fund, focused on investing into pre-IPO tech companies. And people can come today and invest into those things, have fractional ownership of those things, sort of like a share of stock. But that they've purchased with crypto, that's facilitated through a token. But then provides them ownership of those assets.

Kelley: Is it open to anybody? Is it registered as a security, or um, or is it only open to specific accredited nesters?

Chris: Yeah, that's the money question. No pun intended. In the United States, it's only available to accredited investors because these things are securities. So, you know, what we've launched, although it's our humble beginnings, we've launched the first security token blockchain. And, inherent in that is that these things are securities in the US. So,

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here the first two we have at least will be filed as Reg D securities, and you'll have to be an accredited investor to invest. Everybody in a platform...

Kelley: If it's not Reg D though, you could ... But there's certain people who are going out to do it, like, where it's regulated almost like it would be a shared apple, and then the consumers could invest in that?

Chris: Yeah. There's a couple of different paths, and I'm not a regulatory expert. ... on our team gets the fun of working in the legal and regulatory space. But, there are a couple of different regulatory wrappers in the states that can actually provide access to things. So, Reg A is generally for smaller investments. I think, under five million total. Don't quote me on that. But then, there's the opportunity to apply to file as a Reg A security and open up to everybody, accredited and non-accredited investors. And then on the other end of the more traditional securities market can be more of a stock situation.

Kelley: And you're Reg D, which means accredited investors can participate in this?

Chris: For the two things that are live today, yes, although very actively in our roadmap ... We have about 25 projects in the pipeline right now to add to that list of things available. We want ... We're prioritizing access. So in that we're really trying to make one happen soon that is open to everybody.

Kelley: Cool. And what types of things are live today?

Chris: So, there are two right now. So, one is a distressed real estate fund. So this is, it's run by an organization called NIAH Capital. So they're ... They have headquarters, actually two main offices, one is in New Jersey, one is the Bay Area. And they buy houses that are in bankruptcy, so they swoop in ... Sorry, they use AI to identify opportunities, and then swoop in to buy houses in bankruptcy that are actually owned by like a trustee of like a county trustee somewhere. So like an unemotional seller, in a county trustee, right? Is stuck with these houses on their books. These guys come in and buy them, do the

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minimum amount of work required to make them rentable, and then start renting. And they collect that rent as revenue, and ultimately flip the house and sell it on the open Market. So they've been doing this for years. Have been consistently profitable, and they have a hard time raising large amounts of capital at favorable rates in sort of the traditional world today. They're not attractive to a VC because they're not gonna provide like a 200x moonshot return. And banks are banks. They can work with banks, but the rates are not fantastic. So I know I'm kinda going down the wormhole on what they're all about but it's ... They're very motivated to try alternate ways of raising capital and were excited to work in the blockchain space to do it.

Kelley: Very cool. Very cool business model in general, and very cool to apply this tokenization or token-economy to sort of fund this vehicle. Very cool.

Chris: And it's just like, it's just distressed real estate in and of itself is not inherently a sexy thing. Like, it's not like ...

Kelley: But it still has returns.

Chris: But it's like a ... but as an investment it's great. It's simple, it's clean, and he's been making money with this constantly for years. So that's one. The other is the Silicon Valley Growth Fund. This is run by an organization called Andra Capital, out of San Francisco. And they have, again, for years, been focused on investing into Silicon Valley tech companies. So they focus on participating in Series B and Series C rounds. As ... They are the .... describe it this way, but they sort of follow on the coattails of the big guys. You know, the Sequoias, and so forth, that find winners in Series A. And they jump in while the getting is still good, and invest in Series B and Series C. So, they raise a fund to do this. And then go invest into these companies. And they're gonna raise ... They're raising a fund on Swarm to go continue to do that. So people who buy into that fund on Swarm will have fractional ownership in the fund and the fund invests into companies like Uber, Airbnb, SpaceX, all these like name brand companies that typically we would not be able to invest into.

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Kelley: Do your token holders get dividends?

Chris: So, short answer, yes. Um, it will look ... The returns will look different for every asset that comes onto the platform. So the value that the token holders will have, and then they own these, these security tokens in either of the for starters, either of these two funds for starters. There is ability to just trade the token itself. Within the Swarm platform there will be an exchange to trade this token and if somebody else is there to buy it from you for more than you paid for it, you can sort of benefit in that way and also sort of get your capital back that way. But then more to your question, the entities that are taking capital, so either the Silicon Valley Growth Fund or the real estate funds, that will pay returns back to token holders, we expect typically on a quarterly basis. But it will look different by asset types. Some of the things that we are looking at bringing on to the platform will provide sort of returns almost from day one. Some will require sort of a longer ramp up period to start returning. Like any other investment. But it essentially is paid back like dividends to token holders on the platform.

Kelley: Very cool. So rewind back to Sasha evangelizing in Russia. After you got back from that trip where did you go to get knowledge? Like where did you ... You made a very quick transition from Facebook to blockchain it seems like. So I imagine you were just consuming content. Where, like, what do you recommend to the listeners for where to start?

Chris: Yeah. And listeners, I promise she did not pay me to say this, but I started with podcasts. Especially this one ... No. I wasn't aware of this one, but ...

Kelley: This wasn't around so ...

Chris: So, no seriously, podcasts are awesome. So I really recommend ... It's okay to recommend other podcasts right?

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Kelley: Yeah, oh my gosh, that's how I got into it too. Unchained is one of my absolute favorites.

Chris: Yup.

Kelley: Laura Shin's my hero.

Chris: Laura's awesome. Yeah.

Kelley: So, yeah. Shout out.

Chris: Love Unchained. Shout out to Laura Shin.

Kelley: There's a million other great ones too.

Chris: Okay. So, Andreessen Horowitz does the a16z podcast. And if you go search, Chris Dixon does crypto focused podcasts within the a16z umbrella periodically, and they're fantastic.

Kelley: Cool, I've never listened to that.

Chris: They're really good. And they break it down in a way that's like, as a newb, it's like it's dumbed-down enough that I can actually understand it, but then as somebody who has some clue how the Valley works or tech-companies work, it was also sophisticated enough that I could really sort of think about how it could apply. Similarly, there's another podcast called ... I think it's called we follow billionaires or we study billionaires I found that on Spotify. But they focus on, traditionally on the legacy markets, if you will. Stock markets and things like that, but they also have periodically done crypto podcasts. And when I was first learning, I would literally walk the dog and listen to these podcasts and they were a really great like, beacon or kind of primers on blockchain. I started there with sort of 101 stuff. Sasha, who I mentioned, was sort of a huge and still is ... He actually works for Swarm. We should talk about that. But um, he got me in and I pulled him in. But, sent me a bunch of things to read. But I will

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tell you, and this won't be applicable for everybody, but what really helped me understand, and this might sound a little bit extreme, but I went out and bought a, like a double GPU gaming machine. I just got, like probably not the most efficient machine for this, but I could get it really quickly. I bought a Dell Alienware super-gamer thing that I never played a game on ever. But more than enough juice to do mining. And so, I downloaded the ethereum blockchain onto that mining machine. I got down to the command line and really got to wrap my head around how all of this stuff works. And that helped me more than anything else. Like really understanding.

Kelley: Have you made any money on that?

Chris: No. That's not ... Yeah. That's a great question, and no. I stopped mining in like no time.

Kelley: ... Cause it's upside down. Like people talk about mining in early days, but now it's not cost-effective.

Chris: Yeah.

Kelley: Cause people like, "Oh cool, I can just produce bitcoins by just having a computer on." It's like, Not anymore ...

Chris: I'm sure you can buy these super efficient ant miners and go someplace maybe where the power is cheaper or you're already ... I don't know, maybe you rent someplace and don't pay your power bill. Don't do that for your carbon footprint folks. But no, um, made nothing. But I was able to like just understand how it worked in a different way. You understand how massive the blockchain is, you watch the blocks come through, and understand how that works. And I actually, even though I haven't mined on that in forever, I have continued my education with that machine, as like this dedicated box. Where, when I wanted to learn about decentralized exchanges, I downloaded the Waves wallet and bought tokens on Waves and could see how all that worked. I'm holding some NEO. I put the NEO wallet on that machine and I see it earning gas. Like, that kind of stuff, for me, where I can really kind of put my hands on it, so to speak,

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that's how I've really learned how this stuff works. How token economics works, and all of that stuff. It's been awesome.

Kelley: So when people come to you - family, friends, colleagues, and want to get started with crypto. It's the end of 2017, let's say, and it's in every single headline. What recommendation do you have for people for how to get started? Cause you mentioned that the first time you bought anything you did it via ... Sasha did it for you, right?

Chris: That's right.

Kelley: So I'm always curious. Like, do you recommend Coinbase, do you do peer to peer, do you ... how do you get people set up? Cause I know that ... I've noticed that family and friends sort of use us as tech support in a way.

Chris: Absolutely. Right?

Kelley: How do I get started? Oh I don't get it. Can you do it for me?

Chris: Can I just give you money and you go buy bitcoin for me? Right?

Kelley: I started doing that but it became a little bit out of control.

Chris: Same. You know, I do recommend Coinbase. I think, um, and I'll say this and it'll sound like a bad thing but it's not. Coinbase is the AOL of crypto. I actually, back in the day, I worked at AOL for a long time. So I don't look poorly on AOL. It was a big deal for a long time. Coinbase will need to, you know, pivot and evolve to not become what AOL became. But, that's what they are. They're the training wheels to get on to crypto, to get into crypto. And they do a great job. You've got sort of easy access training wheels mode, and if you're ready to advance over to GDAX it's super simple to do that. And, you know, the entry points are typically bitcoin and eth, and I still recommend that to folks. I mean, what I've said to friends for a long time, and you can swap out the

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numbers with whatever numbers are relevant to you, but what I've told friends for a long time is take a meaningful amount of money. And I recommended, to people who are serious about it, I recommended ten thousand dollars. And again, adjust the number however you want to, right? But take a meaningful amount of money to you, and put half in bitcoin and half in ether and just start watching and paying attention. And before you start jumping into other tokens and you have no idea what they are, do your research. Understand those things for yourself.

Kelley: Not if ten thousand dollars is something you can't afford to lose.

Chris: Exactly. Yeah.

Kelley: I always frame it like if you're willing to buy a pair of shoes for that amount of money or like a trip to France or whatever it is, depending on the amount of money. You may never see that money again if you take the trip or if you bought the shoes or whatever, but if you're not gonna do that and put it into this ... I don't know.

Chris: It's a great point. I sort of started to immediately geek out on alt coins. But it's true. I actually do, I do always say you need to be prepared for this to go to nothing.

Kelley: Cause we just don't know. It's a gigantic experiment.

Chris: And I definitely advised friends, or you know, advise isn't the right word. I caved the hell out of it, and advised friends to do this in December, and they were not super psyched. You know, a few weeks later. But it's the nature of the beast. It's like this is how this stuff goes.

Kelley: And they'll be thanking you in a few years.

Chris: Absolutely. But yeah, it's ... I do recommend Coinbase as the on ramp, and then recommend folks really start just exploring other tokens that I think, depending on what they're into personally, maybe they're into an industry that's has a lot of stuff moving

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onto the blockchain and they want to look at those kinds of tokens. Maybe they really start thinking about what are the alternative, alternate platforms to bitcoin and ether. And start thinking about EOS and NEO and Stellar and all of these things. And then of course, I tell my friends and family to buy Swarm, and to buy Pareto, which is another company that I advise.

Kelley: Very cool. Yeah it's such a rabbit hole, isn't it?

Chris: It is.

Kelley: But it's great. Well, thank you so much. How can people get in touch with you?

Chris: Chris at Swarm dot fund.

Kelley: That's easy.

Chris: Or I'm @SVginger on twitter or at ginger on Instagram. And they can't see me, but I am.

Kelley: Great ginger beard...

Chris: Thank you very much. I like to think it's pretty good. Thanks so much, this has been a blast.

Kelley: All right. Today I'm here at UCLA Cyber Days with Les Borsari, who is an advisor to many exciting projects within the Crypto space. Welcome Les.

Les: Hi, thanks for having me.

Kelley: Can you tell us a little bit about who you are and what your involvement is?

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Les: Yeah, my career really started in the music business, and that was a long time ago because I'm old. So ...

Kelley: Don't know about that.

Les: Good. I don't know, 25 years ago. My careers actually started with EDM in 1987. I was throwing warehouse parties, and people realized it was a business. So I ended up getting into the music business, and have been a concert promoter and manager, and many other things, and worked direct with companies. But about a decade ago I had a realization that I wanted to do some other things, and I emerged as a consultant in music licensing and IP licensing, and business development companies. A lot of tech companies. Companies like ... and Shazam.

Kelley: Cool.

Les: I did IP licensing for, and today, funny enough, I manage Wynonna Judd, who's a country artist, which has nothing to do with Cryptocurrency. But that's kind of the initial background. But in 2013 I felt that I had missed the Bitcoin craze, at 200 a coin, and I started really digging in.

Kelley: How did you find out about it in the first place?

Les: About Bitcoin? I think being connected to tech and I built some early iPhone applications, and merged myself into Silicon Valley culture. Completely missed Bitcoin, the way everyone else got into it, kind of 2009 and earlier. And I've just never heard about it, but once I had heard about it a little bit, I started digging in, to understand more. So in 2013 I became an advisor to Ripple, and then in 2014 to the ethereum presale, of which I really didn't know what the hell I was doing. And that started my journey.

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Kelley: How did you find out about the Ethereum presale? Did you go to one of their roadshow events or ...

Les: No. No, I think if you look at my history, rave culture for instance is based on community. I think Cryptocurrency is based on community, and one thing I was really ...And music business too in that sense. And I think one thing that was really easy for me to, was to start just digging into the internet and talking to friends, and finding people who are connected to it. And I just started to listen really, and then someone had told me about it. So, I said okay, "This looks really interesting. Let's dig in a little bit."

Kelley: I love that you said that, because it is so much about community.

Les: Yeah.

Kelley: And it's kind of like this word of mouth grassroots thing, that just keeps getting bigger, bigger, bigger.

Les: Right.

Kelley: And it's very exciting to have to be part of it. And 2013 I still think is extremely early.

Les: Yeah, exactly. And the other part about it is, I think I really connected to early hacker culture in a funny way. I was never a hacker, I was never a coder, and I think in my fantasy world, that's my life. And when you hear about like Steve Jobs and those guys doing early phishing, early hacking and all of that stuff. I was really always kind of attracted to that and ... Not that I ever spent time on the dark net through Tor, because I was late to that as well. I really found that fascinating, and I think growing up, because I'm a little bit older, with punk rock and anarchist attitudes. You know, you just gravitate towards that stuff. So, Cryptocurrency ...

Kelley: Tor is when you can anonymously browse the web.

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Les: It's a browser, it's an anonymous browser, yeah.

Kelley: Yeah.

Les: That the Navy hooked up for journalist, and it was encrypted. But I just naturally gravitated toward that side of things, and I've always been really interested in people just building things, and these guys were smart guys, so.

Kelley: Very cool. What's your involvement today?

Les: Well, I advise to Ripple still, I advise to RightMesh, which is an amazing company. Social good is kind of an underlying theme in some of the things I connected to. I have a couple of projects I'm launching on my own, and I still invest quite a bit in alternative coins, which are interesting to me. I do think with the shift in Cryptocurrency, we're gonna see a lot of the alternative coins that are getting a lot of attention, maybe get washed out. I think the underlying businesses are really important to me, and if there's a direct connection to Blockchain with those businesses, that's also important. You know in the selections of the companies I work with. PROPS Project is another interesting business model and token that I'm involved with. And it's interesting, because I think having been in it for a minute, you get the opportunity to work with lots of interesting people, and there's so many tokens right now, and so many companies. So it's fun for me, because I actually get to pick what I wanna do, and it's really like this independent way to approach it.

Kelley: Yeah. No, that's fantastic. What advice do you have, or what do you look for ... Obviously because of your background people are more ... Obviously more probably to directly engage with you, the founders and the teams and things.

Les: Yeah.

Kelley: But let's say someone doesn't have maybe the access to that, what advice do you have

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for how to find that information, and how to evaluate, because it's so saturated.

Les: I think this event for instance, the UCLA Blockchain event is ... You have to turn up, and it's so ...

Kelley: Community.

Les: It's community, but there's so many parallels to emerging artists in the music business. If you take a look at bands for instance. Bands are community, if we look at the early grunt scene, or the rave scene, or the ... hip hop scene with artists like Lil Easy Bird and Lil Pump, I mean it's all community, and it's all connected. And I think Crypto is the same thing, so if you're someone that's trying to break into it, you need feed your head and go to the events that make a lot of sense. And you'll meet other people that have the same interest. And Crypto is a rabbit hole, it's like once you start going down, you can just keep digging. And it's fascinating, just because there are so many different applications.

Kelley: What do you think that Blockchain is gonna really disrupt? What industries ...

Les: Money, I mean I think money, I think health, I think when we take a look at health for instance, we're incredibly disconnected from our doctors and our health records. And if we start to collect that information and store it on a wider scale, we'll start to see different patterns emerge. So I think it's gonna be great for health, I think almost anything. Just with the way that the Blockchain functions, I think money. And we'd be able to see how it's gonna really affect banking, how it's gonna affect credit. I think almost any industry supply chain is really the thing. I'm really interested in MacSweeper which is an amazing company.

Kelley: I keep hearing more and more about them.

Les: You know, it's supply chain. It's how do we get goods and where do they come from? We need to track that. They're looking at some slavery initiatives that are amazing, to

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prevent slavery in Asia, and where does our food come from. And I think those are the really interesting applications of Blockchain.

Kelley: Yeah, where it's gonna change our day to day. And also just the efficiency of these systems.

Les: Right.

Kelley: Totally agree. And then, if people are curious about getting involved kind of the way you did back in 2013, when you first found out about it. What resources do you recommend, like what do you recommend that people do as first steps?

Les: I mean there's so much information on the internet, and there's so much disinformation in a way, because you have the ability to market your companies and do ICOs, and get involved in presales. And I think the purest resource I still go to is Reddit. When I really wanna dig into something, because I think there's a lot of honesty, and I think the posts that have value, and the posts that have a lot of activity.

Kelley: That's a great tip.

Les: I like going to those sources because they're super authentic, and you can read about anything, because there is so much speculation in that world. So Reddit's a good place to look.

Kelley: Yeah. Good authentic content. I agree. Fantastic. Well, if people are curious about what you're up to and wanna get in touch, where can they do that?

Les: That's a really good question.

Kelley: Twitter, or email?

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Les: Yeah. I guess yeah all that stuff. Facebook, they can just add me I guess. Wait, that's an old thing. Facebook's old. I don't know, Twitter. Yeah, all that shit. I have such a unique name, it's easy to track me down. And I usually respond, and I'm working on some pretty interesting projects. I'm working on a project with some Stanford professors right now, that's been in stealth mode for about eight months. And it's another social good kind of layer on top of the Blockchain, using mobile devices and augmented reality. So I'm super excited about that ...

Kelley: Fantastic.

Les: And that's gonna be happening.

Kelley: Well what we can do is, we can put all your contact information in the show notes, people can click on it.

Les: That sounds perfect. Well thanks for having me.

Kelley: Yeah, thank you so much.

Les: Appreciate it.

Kelley: Alright. We're here at the UCLA Cyber Days event. I'm sitting here with Jason Robert. Robert? Roberts?

Jason: Robert, yeah. Well actually my last name is Trikakakis, but it's too Greek for most people, so I just go with my first and middle name. Jason Robert.

Kelley: Okay. Well that's easier.

Jason: Yeah, it is.

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Kelley: Who is a co-founder of HelloSugoi.

Jason: Yep.

Kelley: Jason and I met about eight or nine months ago.

Jason: Yes.

Kelley: At an Ethereum meetup here in LA that my company was hosting. Melrose PR.

Jason: At Gem on the west side in Venice.

Kelley: At Gem, who I can credit for getting me into blockchain in the first place, so I owe them a lot.

Jason: Cool. Shout-out to Micah.

Kelley: Yeah. Shout-out to Micah and the entire team. They're fantastic.

Jason: Yeah.

Kelley: I'd be curious for you to tell people first how you discovered crypto in the first place.

Jason: Yeah.

Kelley: Then we can go into what you're up to.

Jason: Sure thing. I'm actually writing a blog post on that. I get asked that question quite a bit. I don't come from the tech space. I come from the music industry. I've been signed to major labels, independent labels. I was a drummer for a number of years. Toured the world. Moved to LA. Signed with a record label in the UK called True Thoughts, where I

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released two EPs and two albums as Lost Midas. You can think of it as electro fusion electronic jazz hip hop. Then I got signed to BMG, which is the fifth largest publishing company in the world, where I composed music for TV shows, movies, commercials. As a matter of fact, I played a song in Grey's Anatomy two weeks ago.

Kelley: Congrats.

Jason: Interestingly enough, yeah, and a bunch of high profile TV shows as a composer song writer. About two years ago I had a bit of an existential crisis where I looked at myself in the mirror and said, "Jason. Can you still do this in five years?". The answer was no, because it's hard. I was struggling to make ends meet. It's hard to make money as an artist. It's really difficult. That's all that I was doing, full time. I love computers. I have an acuity for mathematics and logic. I was exploring the potential to be a developer. To write code. I like figuring out how things work, building products. My music is a product. I taught myself some Python and JavaScript, and I wrote an algorithm, a playlist generating algorithm with Spotify's API. To get help with building it -

Kelley: That's pretty impressive. That's not like something that I would just do on the weekend.

Jason: I was completely dedicated to learning this skill. It's one of those necessary skill sets I think now for any kind of job, to understand how code works. It's ubiquitous. It applies to everything that we do. I wanted to kind of peer under the hood a little bit, and I learned enough to be able to change the brakes in the car. Change my own oil, if you will, but pertaining to computer science. I built this algorithm. To get help building the algorithm I started going to coding meetups around LA. That's where I met my now co-founder, Angello Pozo, who I believe you know as well. What would take me a day to do, he could do in five minutes. I was like, "Alright. This guy, he's got the skills. He's got the chops. I'm going to hang out with this guy." We became friends. He's also an amazing person. We get along really well on a personal level. Through our talks he would not stop talking about Ethereum and blockchain. At first, like most people, I had no idea what he was talking about. It was incredibly confusing, and didn't make sense at all. But I'm not one to give up easily. I began

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a deep dive into decentralization and blockchain and bitcoin. I discovered in my research an article written by Middlesex University in London. I think it was titled Music On the Blockchain. It made complete sense to me, given my background in music. It outlined I believe four to five use cases for blockchain and the music industry. As a musician, the problems they outlined are problems that I faced as an artist having to do with rights attribution, fast and frictionless royalty payments, accessing alternative sources of capital. It resonated with me completely, and totally catalyzed my interest and understanding of blockchain technology. In exploring the space, I actually was also taking an eight week part time class in software product development through this Product School course offering here in LA. As part of the class assignment, we were to pick a company and build a product for that company. I happened to pick Ticketmaster. The idea is to come out of the class with some materials through your research to present in an interview with this company, which I did. I landed an interview, a few phone calls with the recruiter. I did not get the job, which turned out to be the best rejection ever. Because instead I started my own event ticketing company, and I am now working with Live Nation's former executive vice president, Chris Adelman, as one of our advisors.

Kelley: Congratulations.

Jason: Which is just a really interesting turnaround. It was the best rejection ever.

Kelley: It's amazing how rejections in life in general can often turn into the greatest things.

Jason: Opportunities.

Kelley: At the time may seem like a bummer.

Jason: Yeah. That's my very long winded answer to how I got into blockchain. I think ultimately as I learned more and more about it, it became less about, "Wow. This is really cool for the music industry", but, "Wow. This could revolutionize everything. This could catalyze this movement away from centralized tyranny into more egalitarian open economy". To dis-intermediate, decentralize, multinational corporations and banks, and the idea of

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the state. It's a multi-disciplinary field, and it's taught me about how society is structured. From an economic perspective. From a mathematical perspective. From a social psychological perspective. From a game theoretical perspective, how people interact and behave. Someone like myself who runs at a very high frequency, I happily swallowed the red pill and did back flips down the bitcoin rabbit hole.

Kelley: I love it.

Jason: Yeah.

Kelley: Talk about event ticketing and the problems today, and what you guys are trying to solve.

Jason: Numerous problems. There are numerous problems. The three main problems that we're solving are reducing fees for consumers. As you may or may not know, if you purchase a ticket, the price on top of the ticket, what they call, they as in legacy ticketing platforms, call a convenience fee is upwards of 25, sometimes 50, sometimes 100 percent on top of face value at checkout. Oh. A \$50 ticket suddenly becomes \$75.

Kelley: Yeah. I bought expensive play tickets in New York a couple weeks ago, and -

Jason: With theater, big deal. Mark ups are insane.

Kelley: It was absurd.

Jason: Yeah.

Kelley: I mean already the tickets were expensive. Then I think I spend another 50 to 75 percent additionally.

Jason: Right. Our technology reduces those fees.

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Kelley: All in, it was not what I was expecting the fee to be.

Jason: Yeah, exactly. That's often the surprise many consumers face when they're going to check out and they see this extra fee tacked on. It's like, "Whoa, this is insane." We still have fees associated with the maintenance of our smart contract protocol of course, but they are greatly reduced from what you're used to seeing. Secondly, we are able to maximize revenue for event organizers by enabling them to participate in the secondary market. Thirdly, we mitigate fraud, fraudulent tickets. That's a major problem. Upwards of 20 percent of tickets listed on secondary market platforms are fraudulent. For example, you may buy a ticket off of some sketchy dude on Craigslist. You show up at the door, and it's a replicated PDF. Someone else has already come in before you to scan that PDF, and you can't get into the event. Fees, revenue, and fraud are the three main value propositions, three main problems that we're solving at HelloSugoi.

Kelley: Let's talk about number two, which is the secondary market.

Jason: Yes.

Kelley: StubHub is where I buy most of my tickets. I don't usually get into the Ticketmaster first round sale. It's usually more of a last minute thing, and you're just going to buy them off of someone else on StubHub. How does HelloSugoi help?

Jason: We're able to leverage smart contracts to program rules that govern the behavior of a ticket through the ticket's lifecycle, from primary market purchase all the way to validation at the door. Any time that the ticket changes hands, if there's any amount of extra added revenue, extra fees, or let's say for example the ticket was purchased for \$100 on the primary market and is resold for \$200 on the secondary market, we can program into the smart contract where that extra revenue goes. We can say, "This percentage goes back to the reseller. This percentage goes back to the event organizer. The event organizer then has their splits. They pay out the venue. They pay out the

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artists. They pay out the vendor services. Etc.” All of the rules of engagement can be programmed in the smart contract before the event begins.

Kelley: So it doesn't just go to the dude who -

Jason: Into the pockets of the rent seekers, the brokers and scalpers. They actually do serve a purpose. It's a whole game, right? The event organizer, because there's lack of price discovery data and a lot of other factors involved, will purposely under price tickets in the primary market, and they will also withhold a large number of those tickets so as to create artificial demand for an event. Then what happens is, this artificial demand inflates the price in the secondary market. These tickets end up on StubHub for egregious markups, which become cost prohibitive for a number of people. A lot of that markup goes into the pockets of the brokers and scalpers. They are however serving a purpose in that they are hedging a bet. They are mitigating risk for what are expensive operations for event organizers. In some cases they actually serve an important role. But what we're able to do is enable management of the ticket's behavior, of its financial transactional behavior in the event ticket lifecycle, leveraging these smart contracts. They can define the rules of how they want their tickets to behave. Not all artists or venues or promoters or event organizers like the secondary market. For example, we could say, an artist may come to us and say, "We only want to sell these tickets at \$10. That's it. We can do that. The ticket is a cryptographic asset that lives in the blockchain. When you purchase that ticket, it gets linked to your private key. Your unique user identity. That's how we've configured how the tickets work. How we verify that you are the person that you say you are at the door when you scan the ticket. Then we've worked in some clever logic to cryptographically secure ownership of the ticket.

Kelley: You're using Ethereum right now, correct?

Jason: Right now we are, yes.

Kelley: But you could jump to another blockchain if it were more efficient eventually?

Jason: That's correct. We are embedded in the Ethereum community. I absolutely love what

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they stand for. They are by far and away, they have the most traction. The most community adoption. But ultimately we are creating a product to add value to people's lives. If some of the scalability problems currently facing not only Ethereum, but all blockchains, can not be solved, then we're going to have to experiment with alternatives. But for now our infrastructure is built on Ethereum. I think ultimately it would be wise of us to take an agnostic approach. Whatever chain works for what we're building, we will build on top of that chain. Right now Ethereum is what we've been leveraging so far. But there are some issues that we've fun into, in terms of network transaction speed and the cost of deploying smart contracts on the network. But Angello, my co-founder, he is a smart contract ninja. We are working out ways to reduce those costs.

Kelley: One thing that I think is super cool about you guys is that you're actually doing this now.

Jason: Oh yeah.

Kelley: I think I've been to a couple events where -

Jason: That's right. Block Con. Ethereum SF. Consensus is one of our customers, which is a huge validation.

Kelley: Some people talk about, not that many ... Yeah. Not that many active use cases outside of CryptoKitties.

Jason: Yeah.

Kelley: Of blockchain. Well you are one of them, so that's pretty cool.

Jason: Yeah. We launched our product in June of 2017. Great artists ship, as Steve Jobs says. It's featureless in many ways. It's a crude first version. But it's something. A quote that I like to use that Reid Hoffman of LinkedIn said, a founder of LinkedIn, he said, "If you're not embarrassed by the first version of your product, you shipped too late." We are

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embarrassed, but we wanted to put something out there to validate our hypothesis. To gain product market fit. To negotiate contracts with event organizers. To understand the business of selling tickets. We're in the business of selling tickets, not blockchain, not tokens. We wanted to put a product out there -

Kelley: Amen.

Jason: And see what the world, see if blockchain was even the best solution for the problems we're trying to solve. We may have come to find that we were building something that no one wanted to use. We're in an awesome position today, where the demand for what we're building far exceeds our development bandwidth. We're scurrying to keep up with the demand and to hire devs to build out our team, because we've built something that people want, and have done that before launching a token. We haven't closed the door on the potential to launch a token. We will when the community says, "We need a token". We're going to build out the features that pertain to the problems we're trying to solve within the event space.

Kelley: Love it. I love your approach.

Jason: It's not novel. Most successful -

Kelley: It is kind of unique in this, in the climate right now.

Jason: In the crypto space, yeah. Most billion dollar companies, most unicorns, pivoted six or seven times before landing on their product market fit. We're doing the same thing. We're constantly calibrating our approach, our marketing, our product, our relationships with the industry, because we're trying to work with the incumbents to solve their problems. In many cases they're worried about the other T-Rex in the room. We're the little ankle biters down below. It's like, We can actually build this technology. We have a robust smart contract infrastructure that has more traction than 99.9 percent of the DAPs out there that are essentially promises for some future product. We're like, that doesn't really make

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sense for what we're trying to do. Let's put something out there. If we build it, we'll see if they will come, and they're coming, which is incredibly exciting for us.

Kelley: So cool.

Jason: Yeah.

Kelley: What's your advice for people who aren't necessarily taking back flips down the rabbit hole just yet? Maybe they just want to, just are walking first. What resources do you recommend? Obviously you had your unique path where you really dove head first. But how, do you recommend YouTube? Podcasts? Books?

Jason: Content content content. All of the above. I believe one of the most if not the most eloquent speakers in the space is Andreas Antonopoulos.

Kelley: I agree.

Jason: I love his YouTube channel. He is so incredibly articulate. He's passionate. He's entertaining. He is super smart. He understand the technology and he's able to communicate it in a way that makes sense. It inspired me. I think that his podcast or his YouTube channel is a remarkable resource for newbs looking to get into the space. Omar Bam from Crypt0s News. Love what he is doing. He's more on the, well he covers a broad spectrum of the space. He's funny. He's approachable. I think he's a great resource as well. I am actually personally writing a course curriculum for blockchain and cryptocurrencies that's being offered through Product School, which is the school that I went to to learn software product development and management. Carlos, who's the CEO over there, approached me a few months ago and was like, We're starting this course. I see that you're talking all over the planet these days. Would you like to come help us develop the course curriculum and teach this class?. I'll be the founding instructor. It's offered in three cities. Santa Monica, New York, and San Francisco.

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Kelley: Wow.

Jason: Yeah. It'll be the first of its kind in that regard. I believe it's four to five classes. We're going to be talking about blockchain and cryptocurrencies and tokens and crypto economics, and all these really fun things.

Kelley: Very cool.

Jason: I'm going to bring in a bunch of my friends to talk about writing white papers, and get this whole project we're doing to design for the students.

Kelley: Love it. Keep me posted on that.

Jason: Super excited, to give back to the community. If your viewers are in Los Angeles, I run a meetup group called Real World Blockchain on meetup. You can do a search for it. We've been doing that for about 12 months now. Before the whole craze happened we had maybe 10 to 15 Solidity devs come through our first meetup. Now we're looking at over 100 RSVPs for our meetup. We talk about blockchain technology in a very high level in an effort to engage those in the space that are new who are looking. We're inviting them in. We want them to leave, encouraged by what's going on. Not discouraged. Not entirely confused, because it's a very confusing technology. It's not intuitive by any means. We pick a topic and we're not presenting anything. We have a town hall discussion, talking about use cases for blockchain technology as they pertain to various industries. We've talked about blockchain for IoT. Blockchain for music and entertainment. Blockchain for cannabis. That was a popular one. Our next meetup, we're going to be talking about, there's this new token classification framework that came out that identifies various types of token models.

Kelley: Oh gosh, that's really interesting.

Jason: Yeah. It's awesome. It's an open source. I think they have a create commons, or some sort of an open license.

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Kelley: Something I need to understand better.

Jason: I will happily share with you that resource. It lays out different types of tokens and what they do. What's the difference between a utility token, a security token, a coin or a token, or all of these different buzzwords that we hear all the time? It's in an effort to break it down in a palatable way. That's the token classification framework. I think if you Google that, that'll come up. But yeah, YouTube and Twitter. I'd say Twitter is the number one place to learn about crypto and blockchain.

Kelley: Yeah. If you follow the right people.

Jason: If you follow the right people, there's a lot of interesting banter. Reddit of course. Reddit is where bitcoin was introduced originally. That's the OG forum for crypto currencies and the blockchain tech. I think Twitter now is where I am continually getting updates from a number of the thought leaders in the space, and why I appear to know much more than I really do. I just screenshot really clever Twitter. You literally look at my camera roll, it's screenshots of much smarter people than myself. I memorize it and like, "Oh yeah. I know about this".

Kelley: That's great. Fake it until you make it.

Jason: Absolutely. We're all doing it. We're all experimenting. We're all pioneers in the space. We're all learning from one another. We're all largely experimenting in a very uncertain time, and that's incredibly exciting. No one is an expert. If anyone says they're an expert, run away. Run away. If you go to their LinkedIn profile and, no knock on those that do that, but kind of a knock on those that do that, that says, "Bitcoin investor". Or, I'm sorry, "Blockchain investor. ICO strategist", or whatever. You look at their resume, and six months ago they were doing something completely different. You're like, "Wait a second. You gambled and got lucky." But there are also a lot of people who's secret to currency is one app on the app store, and the blockchain is the iPhone. I'm long on blockchain. On these

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mathematically secure peer to peer transactions, which is ultimately what the blockchain is. That's all that it is. There's a lot that can be done with that. It's really fun and exciting and volatile and complex to be in the space right now. I don't sleep very much, but that's okay. I haven't really ever slept that much.

Kelley: Well I think one thing, my key takeaway from this conversation and just, I see you around at a lot of events. You're always going out there, giving back, having conversations. I think my key takeaway is, you're giving so much to the industry. You really are. Whether or not you realize this, you're doing all this coursework. You're hosting meetups. You're really providing this platform where people can get involved. Keep doing what you're doing.

Jason: Thanks.

Kelley: I think your energy is infectious.

Jason: I love it. I am such a panel slut. I think I'm the only one here at this conference that we're at, the Cyber Days, that's speaking both days. I don't know how I ended up, like, You're the only one. What's wrong with you, man? It's like, It's cool. I'll talk about this. But thank-you for that. I love giving back. I feel like the more you give, the more you get in return. The reward is far more than money.

Kelley: Yeah. I agree. How can people reach you? Twitter?

Jason: Twitter, yeah. You can follow @hellosugoi. That's H-E- L-L- O-S- U-G- O-I. By the way, sugoi means amazing in Japanese. Hello Amazing. You can sign up for our newsletter on our website. That's hellosugoi.com. You can find me on Twitter. Also LinkedIn. I'm pretty active on LinkedIn. There's a million Jason Robert out there.

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Kelley: I'll put you in my show notes so that people know which one.

Jason: Yeah. I think it's [linkedin.com/hellojasonrobert](https://www.linkedin.com/company/hellojasonrobert). I post articles that I write on my media page, and share other people's work in the space. I'm pretty active on there. That would be another place to check it out. Instagram, [@hellojasonrobert](https://www.instagram.com/hellojasonrobert).

Kelley: Very cool.

Jason: Yep.

Kelley: Alright. Thanks again, Jason.

Jason: Thank-you for having me.

Kelley: Okay. Cool. Today I'm here at UCLA Cyber Days with Piper Moretti, who is the CEO of Crypto Realty Group. Welcome, Piper.

Piper: Thank-you. Glad to be here.

Kelley: Tell us a little bit about who you are and how you got into the crypto industry.

Piper: Oh my gosh, okay. I come from entertainment. I know it's totally random. I chose to make the leap a few years ago just because I wanted something to do. Entertainment is so volatile sometimes. You never know where your next show is coming from. I got my real estate license, and a couple years into it I had some buyers find me randomly online. We hit it off, and a few houses into it they said, "We want to buy this house in bitcoin". I thought, "Okay. No problem". Not knowing anything about it. I just went to the internet and started Googling things. There was one home that was actually sold up in Tahoe a few years prior. I got ahold of them and just kind of worked backwards from there. We basically had to -

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Kelley: When was this? What year?

Piper: This was the end of 2016 where they found me. That was kind of my, dipping the toe into it.

Kelley: This was your first real estate client?

Piper: No. Not my first real estate client, but my first bitcoin client definitely.

Kelley: For sure.

Piper: When you're looking at a \$3 Million price point, you're going to do everything you can to make that happen, so yeah.

Kelley: Wow. From there, where did you find information about this? Did that transaction end up going through in bitcoin?

Piper: It did. It was a killer, but we got it made. Like I said, we worked backwards from there. We got ahold of the agent and some of the parties that were involved in this particular transaction, and BitPay. We ended up with that. They were very key in making this happen, and they were amazing. We actually got them on the phone. We got them in meetings. They were just right there in the trenches with us making this happen. If it wasn't for them, it would never have -

Kelley: I love the BitPay guys.

Piper: They are amazing.

Kelley: We use Bit Pay for our business, and it's fantastic.

Piper: Yeah. They pick up the phone, and they're right there.

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Kelley: We worked with them actually this past year on a property in Dubai that was selling condos in bitcoin.

Piper: Fantastic.

Kelley: Bit Pay was the mechanics to do that. For the listener, Bit Pay allows ... I assume that the seller received fiat currency?

Piper: Correct.

Kelley: They take a percentage of the transaction, but for our business at least we have a one percent. If you compare that to three percent credit cards, it's really like a no brainer.

Piper: Definitely, yeah. They take one percent off the top no matter what. It doesn't matter if it's \$50 or a \$50 Million transaction, they're going to take one percent. But to the bitcoin people, they don't care. They're just happy to make the transfer. That they could actually buy a tangible asset using their bitcoin. They're happy with it.

Kelley: That's amazing, and that's hopeful for people like myself.

Piper: I know. Yes.

Kelley: How did that transition into what you're doing now?

Piper: Once we got that one done, we went on to do three more using basically the same principles. We used Bit Pay for a couple of them. Then the last one that we did, we actually found a bank out of London that transfers bitcoin into fiat. We were able to do that a little bit more seamlessly.

Kelley: What bank is that?

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Piper: It's called RA Lifestyle. They're amazing. You can give them the bitcoin. It's important in my industry, because we need to be able to show proof of funds. We can show the proof of funds now in Euros with a bank letter, from the president. It looks a lot more legit than a screenshot of a wallet. It does help, but we've been able to make all of them happen.

Kelley: Are sellers skeptical or fearful -

Piper: Oh yeah.

Kelley: How do you walk through that process with them?

Piper: The first question that I ask, I always have to ask, "Would they be interested in taking bitcoin?". In all five of my transactions it's been, "Absolutely not". Then I say, "Okay. Well we're going to buy in bitcoin, but you will never see the bitcoin. It's going to be US dollars. You don't have to worry about a thing. It's all legit. I'll walk you through everything". Again, it's easier to get the Bit Pay guys onto the phone with these people, just to give them the background and say, "This is all legit. You're not getting scammed here", because that was the problem in our very first transaction. The seller's agent was just so sure that we were trying to pull a fast one.

Kelley: When it's unfamiliar, you can see how that assumption would be made.

Piper: Exactly. Absolutely.

Kelley: But yeah, that's, yeah. Then is this for all cash transactions? The buyers are paying the full \$3 Million for the house?

Piper: Yeah.

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Kelley: Or is it, they're using that for a down payment and then they're taking out a mortgage as well?

Piper: That is actually entirely possible. But all of mine so far have been bitcoin to fiat. All cash transactions.

Kelley: Where they're paying the whole -

Piper: Yeah.

Kelley: The whole house. Interesting. Wow. That is fascinating that you've been able to do that. What is Crypto Realty Group, are you seeking out people who hold high amounts of crypto that are looking to convert it into other assets, like real estate?

Piper: Absolutely. Yes.

Kelley: Is that your target customer?

Piper: Pretty much.

Kelley: Or do you work with other agents? Let's say I'm on the market for a house but I'm already working with an agent. Would you help my agent to understand the process of using crypto? How does that work?

Piper: All of the above.

Kelley: Okay.

Piper: Yeah, I do consulting as well. I get calls from, now that it's become this huge trend in the last few months I'm getting calls from all over the country, actually all over the world, wanting information about this and saying, "If I do get a bitcoin buyer, can I call you?"

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Can you help us with this?”. “Absolutely” Also just wanting to get more information, because there’s not a lot out there right now in terms with real estate. I’m actually giving webinars on this at the end of the month.

Kelley: Wow. Cool. Have you done any transactions with any of the alternative crypto assets like Ethereum yet? Or is it just bitcoin?

Piper: Not yet. Just bitcoin. I can’t wait.

Kelley: Okay. But that is possible?

Piper: It’s entirely possible. I mean, in terms of Bit Pay, they, what do they have in there? They’re looking at it.

Kelley: They’re looking at other options because I think they’re having challenges with bitcoin, with the scalability.

Piper: Yeah.

Kelley: They’re not doing any transactions, for example, under \$100 now, because it doesn’t make sense for them fee wise.

Piper: Exactly.

Kelley: But I think that will probably evolve, and you’ll probably evolve with it as this does come along.

Piper: Agreed. Mm-hmm (affirmative).

Kelley: I’ll be curious to learn from you how things evolve over the next year. If people are more willing to accept the actual crypto as a portion. Let’s say, “I’ll take 10 percent of the

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transaction in bitcoin, and then the rest I want fiat.”

Piper: That would be great.

Kelley: You’d think that as a buyer you might be interested. I mean as a seller.

Piper: Absolutely. Especially when it goes up, everybody’s happy.

Kelley: You need a good sales pitch.

Piper: When it goes down everybody’s like, “Oh I don’t know”

Kelley: You need a good sales pitch.

Piper: Right. But I mean, you go onto realtor.com, the last I checked, and of course this was a few weeks ago, but there’s over 75 houses for sale or properties for sale that want to accept crypto.

Kelley: Really?

Piper: Yes. It’s there.

Kelley: Wow. That’s something that you can just search for?

Piper: Mm-hmm (affirmative).

Kelley: Wow. Okay. How are you unique? Are there other companies like yours?

Piper: I don’t think so. I mean, if there are I don’t really know. Like I said, I’ve spoken with agents all over the country who are definitely interested in this. There are a few in Los Angeles who are really having to get into the crypto space. But as far as I know, I’m the

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only one that's actually done five transactions, and can kind of figure out the ins and outs of that.

Kelley: You're based here in LA?

Piper: I am.

Kelley: Have you considered, as it relates to the down payment plus mortgage part, I'm familiar somewhat with SALT lending and things like that, that you're able to use your crypto assets as collateral for a loan. The fees are high and things like that at the moment, but is that something that you're looking to move into as well? For crypto buyers?

Piper: Yeah. Absolutely. I have gotten a few calls for some hybrids. The smaller lenders, even the regular banking lenders, they're all too willing to try to figure this out. It's the big guys that are like, "No. We're not going to touch this" But yeah, I've got two lenders that I can think of right now who would be like, "Yeah. I will totally include their crypto as part of their assets, and then maybe we can do a down payment in crypto and then finance the rest of it"

Kelley: Okay. I love that.

Piper: Yeah, I think it's wonderful.

Kelley: Because one of the things, as you probably know very well, with folks who have high holdings of crypto, they are, and myself included, unwilling to part with it.

Piper: Oh, I know. It's very difficult for me to part with it. I know.

Kelley: It's like, you're never going to actually want to sell it.

Piper: Yeah.

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Kelley: Yes, you want the asset. But if you bought a house for \$1 Million and you pay all in bitcoin, and then bitcoin surges 10X, it's like -

Piper: Spikes, I know.

Kelley: "Well great. My house is at \$10 Million a year later"

Piper: Exactly. It's great for the seller though.

Kelley: Yeah. That's really interesting. Well thank-you so much. This has been really fascinating.

Piper: My pleasure.

Kelley: I'm excited to keep in touch with you, and would love to connect with you in a few months and see how things are evolving.

Piper: Yes. It's going to be a really interesting year.

Kelley: How did the end of 2017 look for you? Were you just getting phone calls off the hook?

Piper: Yes. It started with the International Blockchain Real Estate Association conference that I was at in October. I spoke there, thinking that everybody else has done a transaction in bitcoin. It turns out that I was the only one, and not only one, but I did four. It was kind of like, "Oh wow. Okay. Really? I'm the only one?" It just kind of snowballed from there. I've just been getting calls and more speaking engagements and all that, which is great. It's wonderful, just for, not for PR purposes so to speak but just more for evangelistic purposes.

Kelley: Yeah. General awareness.

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Piper: Just getting the word out. Like, “Yes. You can actually do this”. Now that bitcoin has surged so much, that obviously helps too. It’s been a wild ride for the last five months.

Kelley: Yeah. It’s nice to see. There are so many talented women in this industry. It still feels like we’re a minority, but there are some really impressive women. It’s so nice to get to know you and hear what you’re doing.

Piper: Thank-you.

Kelley: I’d love to see you on more panels, and out there talking more.

Piper: Thank-you.

Kelley: That’s fantastic.

Piper: Yes. Can’t wait.

Kelley: How can people get in touch with you?

Piper: You can always email me at [piper@thecryptorealtygroup.com](mailto:piper@thecryptorealtygroup.com).

Kelley: Okay.

Piper: Or find me on LinkedIn.

Kelley: Fantastic. Alright. Thank-you so much.

Piper: Thank-you.

Kelley: That’s all for today’s episode of Crypto Token Talk. To learn more about blockchain and keep up to date with this fast-paced industry, subscribe at [CryptoTokenTalk.io](http://CryptoTokenTalk.io), where you can also find today’s show notes. If you have suggestions for topics or guests that you’d like to hear from, please drop me a line on Twitter [@CryptoKelley](https://twitter.com/CryptoKelley). If you enjoyed the show, please rate and

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