CRYPTO TOKEN TALK

Episode 156: Women of Crypto Entrepreneurs on Crypto Startups

Kelley Weaver: Welcome to Crypto Token Talk, a crypto 101 podcast how blockchain 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.

Nikki Brown: In this special episode you'll hear a recording from a panel featured on the women of crypto stage as a part of LA blockchain week moderated by Crypto Token Talk host and CEO of Melrose PR, Kelley Weaver.

Alison Burger: I'm going to bring up to the stage some incredible female founders and CEO's who have been in the space for a long time. They are here to talk to us about full spectrum blockchain, anything and everything from founders and CEO's that you've been wanting to hear. We have Crystal Rose, she's the founder and CEO of Sensay who a lot of you probably know, who I was talking about a little bit earlier. She's been coding and developing her whole entire life we also have Emily Bush. Come on up Emily, crypto-founder of Women of Crypto, also one of the crypto-founder of shEOS has her own fund in the blockchain and crypto space. We also have Sara Austin, come back on up here, Sara. We heard from Sara earlier today. Sara is the CMO of Soma Open Network. And we have Kelley Weaver, the one and only. She is the founder and CEO of Melrose PR who's going to be leading us in this discussion.

     And we have - VerSteeg. She is the founder and CEO of Paragon. I'm so excited to hear what Jess has to share with us. Paragon is a few things, it's a work space, it's a co-working space and it's also a transparency solution for sustainability in cannabis. So I'm going to pass it off to Kelley and grab you some more mics.

Kelley Weaver: Thank you so much Alison. Real pleasure to be here and such an honor to be up here with all these talented women. I'm Kelley Weaver, the CEO of Melrose PR. We are a mostly women-led communication agency based here in Los Angeles and we specialize in blockchain and crypto projects. Then I also host a podcast called Crypto Token Talk. I'm here to introduce my panelists so I'm going to pass it off to Crystal Rose. Thank you so much.

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Crystal Rose: Thanks Kelley, I'm Crystal Rose, the CEO and crypto-founder of SENSE and the SENSE team is here today. We'll be at the conference this next couple of day and we're also hosting the opening party. So I know everybody has been sitting in their seats for a long time and I just want to let you know that you're invited. We'd love to see you. I'm also the co-founder of shEOS with Emily Bush and other amazing women. I'll let Emmy talk to that a little bit more but SENSE is building a decentralized messenger. We're a communications company and we started four years ago as an AI based communications platform and we're leveraging blockchain. So I am very excited to talk about blockchain and crypto.

Emily Bush: Hey guys, my name is Emily Bush. I'm a general partner at a fund called Decentra Capital and I also am the co-founder of shEOS which is the first female founded mining company on EOS. You've probably seen a couple of us around today and then I also sit on the founding team of project called Versus which is building a 3-D spatial protocol.

Sarah Austin: All right. It's great to be on a panel with you ladies. My name is Sarah Austin and I gave a keynote earlier. I am the co-founder and CMO of SOMA open network. SOMA is like Telegram or WhatsApp but we're the largest for the Arab speaking world with 85 million users and six million daily active users and we have a crypto wallet and a crypto currency called Seeds on our application. It is purely a utility token and we have not had an ICO.

Jessica Versteeg: I got it. Hi guys I'm Jessica VerSteeg, I'm the founder and CEO of Paragon. Paragon is kind of split up into two things one is real estate. We have a coworking space for Cannabis startups to work from and they pay their rent in our crypto. And the second thing we have is Tech on the blockchain, it tracks cannabis from seed to sale. Creating this immutable and trustable ecosystem for people wanting to use Cannabis. So, you can finally know what you're actually putting in your body.

Alison Burger: Awesome. Thank you ladies. Can you speak a little bit about what lead you to where you are today, a little bit about your journey to where you are?

Crystal Rose: Sure I'm happy to start, Let's go back all the way to AOL, if we have some time. I started coding when I was very young, I was eleven. I only bring that up because I learned how to code in a chatroom, through an anonymous person and I watched evolution of the internet as we layered in identity. We've come full circle and anonymity is very important to us today.

I founded a series of companies, started as a teenager, including a digital agency. It moved into startup world very passionately, attending events and hack-a-thons. I failed my first startup, I succeeded and sold my next startup and now we are working diligently with a big value proposition.

I've gone through a lot of different sectors in media and in technology. When I went through Ad Tech I learned a lot about what is happening to the privacy and value of human data. That has led us to where we are today.

Blockchain is really the foundational core for me, of the first time that we're going to see sovereignty on the internet IT's the first time that we're repairing the internet. We've watched it for two decades, starting from this fledgling, very fun, free system and now I know a lot of people think of the Blockchain world and Crypto world as anarchy but actually it's the most organized we've ever seen these systems before, and the most secure. I'm really excited because I feel I've gone a full circle journey and this is really the time ... I know everyone's using this, maybe Web 3.0 term ... don't hate me if you hate the cliché ... but it is really the next big evolution

I'm excited that we're all here, we're building it and really we're kind of the early adopters of the space.

Emily Bush: I also feel like everyone has a different definition of what Web 3.0 is, if you polled the crowd.

My background, actually, is that I'm a bio-medical engineer by trade. I only really practiced that for about a year, working at the National Institute for Health. Then, I actually transitioned to real estate for about a decade and did pretty much everything under the sun except for development. I've built a boutique hotel, built a couple of brokerage companies and then most recently I sold billion dollar buildings at Manhattan so I sold probably the Empire State Building, [inaudible 00:06:47]Madison, the Helmsley Building, and then I took some time off, had a successful startup had a failed startup and ... it's an important road to go down ... then found this space and like probably most people here I went into a rabbit hole where I basically didn't do anything but just eat, sleep and breathe this.

I found it so fascinating just that people could make up currencies and that all the sudden other people would start using them and there would just be natural adoption. But what I also found really interesting was actually the underlying

technology behind it and I happened to be living with actually a good friend of ours and also a founder at the time and she had this absolutely crazy story of how she got into the space which was, she was at a child's birthday party and she was talking to a guy at the party and he was like, "Oh have you heard of this thing called Bitcoin?" And she started talking to him more and more about it and she's like, "Cool where do I buy it?" And he was like, "Oh you have to go on mylocalbitcoin.com." So she did that and she ended up meeting a random guy in a Starbucks who handed her a hard drive ... this was probably back in 2011 ... and didn't look at it until two or three years ago, until she met Brach.

She opened it up and was like, "Oh wow, okay, this has really depreciated since I originally bought it."

I just found as one of the most fascinating stories because you have a ton of people that have been in this space for a long period of time and we've buying something before they actually even understood the underlying technology.

Crystal Rose: My background is I'm a data scientist by trade but I'm really good at marketing so I've excelled in this space and most people know me for my content that I've put on the internet and I'm a bit of an influencer on line so with that I've been able to be great at marketing and get a lot of users to my applications but I'm also a three time venture backed female founder and I'm not going to take up more time.

I made the Forbes 30 Under 30, I don't know, that's my claim to fame.

Jessica Versteeg: What was the question? Just to introduce ourselves?

Alison Burger: Just your background.

Jessica Versteeg: Oh, okay. Sorry I was so fascinated by everyone.

Alison Burger: And the question was to talk about your journey, how you got to where you are.

Jessica Versteeg: Okay, I was so impressed by everyone's journeys.

I got to where I am by accident.

I grew up in a tech family. My mom did cryptology in the Gulf War, she server 101 days twice. My father built data network centers and security protected

everything at the Pentagon. My sister is a computer science engineer. My husband has been in tech since he was 16.

I, on the other hand, appreciated it and wanted to benefit from it, but I didn't want to deal with it or build, like Crystal's been coding forever, that was opposite of me. I just wanted to put on makeup and take pictures and I did. I ended up going off and modeling and that was my journey. My dad wanted to kill me when I dropped out of college. But, around that time ... dropping out of college ... my dad said, "Well you've lost your mind but you at least need to start saving and buy these CD's and mutual funds and all of these things." I just thought, I don't know what the heck you're talking about, I don't know who's watching my money, who's trading it, who's doing what, there's got to be something else other than what my old dad is suggesting.

I just Googled 'new money' or 'future of money' or 'how to protect my money' and I stumbled across something called Bitcoin and I read this thing I didn't really understand, this white paper and I saw things ... I didn't even know the word blockchain because in the white paper I remembered it saying "blocks of information chained together" and I just thought, whatever, this is just some currency that I want to have and I'm going to show my dad that I know, because I'm young.

I got it and I don't have that bitcoin anymore because I didn't know to save passwords, but that was my mistake and I've learnt from that. My dad did give me an 'I told you so' but that's how I got into it.

Around Thanksgiving I remember everything went down. It was like $200 and I thought, "Holy cow, I have really screwed up here." I bought more and I learned. After that I just kind of kept it in the back of my head. I' didn't have this amazing group of women to chat with or cool people in the audience that ... this didn't exist then. I was just modeling so I went to my photo shoots and got my check and I'd buy more bitcoin and that was it. It wasn't called crypto currency it was just bitcoin, there was nothing else.

Then I, unfortunately, lost a loved one to an accidental overdose of opiates. During his time in the NFL he always said "Jess can I smoke weed like the other guys?" I said, "Absolutely not, you'll lose your career, the NFL doesn't allow it and the DARE program says you'll be a gang member. So you can't." And he didn't. And I feel guilty for that because I feel like I was part of the reason he took these opiates and he ultimately passed away. And that drove me down this

rabbit hole of cannabis, alternative medicine to painkillers, and so I started a cannabis company monthly subscription service to medical marijuana in San Francisco.

And I started to notice that suppliers were photoshopping lab results. And I thought well there's gotta be some way to fix this. And my husband was a miner in the very early days and blockchain became a topic of our conversations over dinner. So it was just a natural thought for me to say, okay let's fix this on blockchain, let's start tracking these lab results and hopefully when we can get ahold of the cultivators and the suppliers, we'll start tracking it on blockchain. And we did that for about three months and then we realized what we were doing to protect ourselves was actually creating this whole new ecosystem that the entire cannabis space could benefit from.

So that's how we started Paragon, by accident.

Alison Burger:	So you all run unique companies and what are some of the unique challenges you've faced and how have you overcome them? And are there any that are specific, you think, to this industry?
Crystal Rose:	There are a lot of challenges of any new adoption and I think we all are experiencing it. So for the first time ever as Jessica Versteeg was just saying, first there was bitcoin then what else? And blockchain actually didn't even exist until a group of people at the Satoshi round table came together and said we have to come up with a better name for blockchain than bitcoin. It wasn't blockchain yet, it was Bitcoin and bitcoin, actually if you read Satoshi's whitepaper it was a capital 'B' and a lower case 'b' and the two things were called exactly the same thing. It was very confusing. But you wouldn't be able to scale that into a technology if it were called 'the B-word'. So they changed it. It just went to block and chain, it was maybe two years later. But I think that as we see the technology emerging, early 2014 was the first ICOE we ever saw with mastercoin and probably no one remembers that. 2015 Ethereum, does anyone know how much the Ethereum ICO was?
Speaker 9:	15 million?
Crystal Rose:	19 million, that was really close. $19 million for the Ethereum ICO. But we didn't pay attention yet either. Ethereum said hey, we have a programmable blockchain, you can do something with it. Smart contracts, that's interesting. And then the Dow came along and if you remember the Dow, the Dow is

something to the tune of $168 million and by far the largest hack that we've seen since showing the biggest vulnerability and making everyone very accountable for what they had, showing us that this is the first time that very major funds have been raised. And at that point in time, if you watch through 2017, 2018, this explosion happened and so all the way up through 2017 the sum total was something like maybe one to three billion dollars. 2017 saw six and 2018 24 billion dollars for ICOs.

I'm only bringing this up because when venture looks to fund something it means that there's traction for a reason and that reason is because of the usable software. I think though if, does anybody have a CryptoKitty? Not to change it too much. I know I'm obsessed. I'm asking because if you have a CryptoKitty you know that CryptoKitties was the very first application on Ethereum that basically choked the network. And it showed that this application software was actually not super usable. In fact if you were running an ICO in Q4 of 2017, CryptoKitties threw a hairball into the network that choked your ability to raise funds, and that was really challenging.

So at that point in time, every person who was building serious software decided we have to find something to build on that's scalable. What solution are we going to have if we really want to make real applications. So I think this year has been the beginning of what will be next year's Year of the DApps in my opinion. And so the journey I've seen is for us as a company we've struggled because we've raised these funds, we're very excited to get our users and our community on board and yet our applications need something to be more usable.

We moved on to the EOS platform. There are many that have option for better technology, scalability. Bitcoin also is a little bit inefficient in mining. I don't think that Satoshi would have ever ever fathomed how much money would be spent to mine bitcoin. In 2017, $400 million. Today it costs about four grand to mine a single bitcoin, and that's in the cheapest places on the planet for energy. And it's just inefficient. We can talk about mining over cocktails later, but really I just want to point out the application ecosystem evolving.

And so in my opinion where we are now is for the first time blockchain is truly usable in a scalable way in which consumers are going to get on board. So very excited that all of the companies working in the background who have innovated on identity and on the protocol layer are getting their groundwork

laid, but here's the time for the location network. And messaging is coming. That why we're building SENSE. Can I tell them about our idea the other night?

Speaker 10:   Yeah.

Crystal Rose: So CryptoKitties was what broke Ethereum so we were thinking about building like Tinder for CryptoKitties and we put it on EOS and see if we can break EOS.

So challenges was the question right? You know what's really interesting, and I'll put on my venture hat for a second, what's really interesting, and I would say really challenging and especially watching the market just fluctuate and the volatility fluctuate, is when I think back to we have baby startups raising a lot of capital and then they're being made instantaneously liquid. Which means that you have people trading purely on speculation, not on product. And when you have that, of course you're going to end up with an inflated market and then of course you're going to end up with a crash. And where I think we're leveling out now is to actually where these startups are starting to get valued, at least less on potential and more on where they actually are. And in my opinion that's actually going to create stability in the market.

And so when I think about the difficulties with the venture hat is if you have a venture firm and your term isn't long enough or your term is extremely long, all of a sudden you have to think about looking at these pumps and looking at these dumps instead of just betting on the actual company. And I think that we all got really excited about instantaneous liquidity and oh my god look we can instantly trade out and I can double down on companies that I really believe in. But at the end of the day also because there's not real numbers or revenue or profit backing any of it and because the user base is so low currently it makes it a really challenging market.

And so for me I would say that's one of the biggest difficulties that we've looked at in the last year.

Sarah Austin: So SOMA is betting that 2019 will be the Year of the DApps and we're putting our users behind us and we're putting a lot of resources into this but at the same time we have to look at these systems, lists, okay? Google, this is one example of lists that can be gamed, these algorithms can be gamed and anyone who's gonna throw enough money behind making sure that their links are ranking at the top, are going to get all of the clicks and the traffic. Lists that are curated by a human are going to have a human bias behind them. For example

editorialized lists of maybe the top YouTubers on YouTube which could be controlled by one person who holds the keys to the kingdom, who's going to get the exposure.

Or other types of lists for, you know you were talking about pump and dump, who's at the top of the charts this week in crypto, can we trust the crowds, what they're buying? Where's the validity? And so I think in the DApps we're going to see these new models coming about with the platforms.

So for example SOMA is a platform, like I said we have six million daily active users and we're announcing our design thinking using a token curated registry to put the power into our user so that they can vote with their token and they can vote things onto the list and they can vote things off. And so it's going to be interesting to see but I really want to address this problem and I think it's a big challenge right now.

Alison Burger: I'm gonna make this slightly interactive. If you don't mind. So when you talk about voting I'd love for you to just talk a little bit more about how you actually think voting will happen within your community. Because when we look at voting, I mean we deal with voting every single day. Block producers, that's the way you become a black producer on EOS, is you're voted in by the community. And still you're looking at a voting of less than 40% [inaudible 00:21:33] have been staked and voted. And so you're looking at and extremely, what most people in my opinion if you look at EOS, it's a religion more than it is anything else. Sorry, community. And so, even when you look at something that is as popular as EOS for instance you still have significantly low levels of voting and it it took us, what, two weeks to get to where the block team was even active because it needed a certain level of voters to actually kind of ignite.

So I would kind of ask you a little bit push back on that a little bit and be like how do you expect your voting to really kind of function? Sorry I stole the question.

Speaker 11:   Love it.

Sarah Austin: This is part of the design thinking process is going through this very human element. Like what are people actually doing in these other systems and what's the traction like. So part of this is empowering the users with tokens, with daily airdrops, with daily mining features, and then in addition to that, giving them

lots of push notifications within the app so that we can growth market this community to spend their tokens on voting

So within the messaging we have this bot that sends daily messages. Additionally we have ads that run that update our users on what they can do. In addition to that our users care about certain community efforts because we're large within the middle east and there's cultural standards and norms. For example with the Sharia compliance and how money is spent or within the female user base in regards to modesty with not just dress but language. So obviously there's going to be a balance but we're looking into these models and it's a challenge. So the question is what's the biggest challenge? I don't have all of the answers but this is the big question at hand and I hope to work with the community of DApp developers out there to come up with creative solutions and continue to innovate with these systems.

Jessica Versteeg: Okay so the question was the biggest challenges that we've faced or I've faced. To be honest, the biggest challenges I've faced in both running Paragon in two gray areas. So it's outdated regulations to be honest. We're living in this world where people think that the DARE program was right when they said you smoke weed and you'll go to jail and actually now people are in jail but they shouldn't be. We're living in a world where our government is forcing us to halt innovation and go backwards and fit into this box that they want us to fit in and all of us up here are entrepreneurs trying to create something. We need innovation and we actually need support from our government to protect us.

This is a world filled with a million trolls and I know you ladies know. We need protection and that's my biggest challenge, is dated regulations. You can't make everything a security, you can't make everything a utility. You have to think back to what happened when YouTube came around or Uber. You have to change regulations to fit for the future. So we're in 2018, hoping we can move into 2019 and not go back to 2007. This is a little ridiculous in my opinion but that's my biggest challenge. And stigma I guess.

Alison Burger: Thank you. Can you guys talk a little bit about your process in launching the company and any tips or advice you might have for the audience of someone who's looking to start a blockchain project, whether it's from fundraising, to development, to scaling, and advice you have along those lines?

Crystal Rose: Sure. By the way if anyone else wants to start first, we don't necessarily have to be in a line.

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Speaker 12:	It's working.
Crystal Rose:	Sure. Just to add to that I think actually in blockchain terms we are in like 1994, 1995 when like Katie Couric had the Today Show and they were like, "What is that little 'a' with the circle around it mean? I think it's 'about', or like 'around'." And that was actually on the Today Show. And they were like what is internet anyway. And really they're asking this question and that is where we are today. And so I think the question of where do you start is really well we're all on the ground floor so congratulations entrepreneurs, we all have a really equal start here.

If you have been, I know, woo! How many people are entrepreneurs starting your own business or you have a current running business in technology, blockchain. Are you running an ICO? Just keep your hands up. Does anyone currently invest in, I know we're in a bear market but, anybody interested in buying tokens or you're here because you're an investor? I just want, if you look around the room, just matchmake to these people, the ones that are running the ICOs right now, starting your own companies.

This is the first foundational part of it, building communities. So I think that it's important that if you're starting, first of all if you have a technology company already and you're considering blockchain, you've already well understood the challenges of finding developers that are knowledgeable in blockchain. Luckily there are enough chains out there that if you are coding C++ or you're coding any other language you can find one or your developers can be like our amazing developers like I think Angel is here in the audience, he moved from Ruby very rapidly Solidity very rapidly into C++ because that's what it takes.

So getting started is a matter of, first what's my company model. Am I a technology company? Do I need the blockchain and do I need a token? Really spend a long time asking yourself that question because it doesn't always necessarily fit in. We were super fortunate. So Sensay was a product that already had three million users and 20 million tokens. We had an inter network token, it was more like points. And so we said what if we just put it on the blockchain, people want value for it, how do we exchange it for a value? We decided to start a cryptocurrency called SENSE, it was utility tokens, we never used the word 'currency'. Harley re-record that part and don't quote me on that.

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We learned along the way another very very expensive lesson and something for entrepreneurs if you are getting started and you think you're going to run an ICO, the SEC is really really diligently watching, and beyond that they're creating regulation today, yesterday, the day before, throughout our ICO they had two statements that came out that radically changed the way that we operated, even the taxes that came out. I'll wait until maybe tomorrow with Deloitte or someone like that but when you look at, well the taxes have been already form fitting the ability for them to start taxing crypto, withholding tax is an interesting one when you're distributing tokens to your people.

So I think getting into the space doesn't mean just capitalizing on the opportunity for this very open market, and in fact it's a bear market right now, so more than anything just build. And I think we heard from the cyber code twins earlier, really this is the time to build. It' an exciting time to build because we're not in a hype cycle. So if you are building, the chances are your project's a lot more legit and we're really excited about seeing what that is.

To me that's kind of the start. Really just also look at your partners. Those are all the people in this room, those are all the people that are gonna be at the event tonight. The market is still dismally small, it's really crazy to think about, but we're so early that this is a very tiny community. I've been now traveling around the world and sometimes these conferences have 40 people and that's not because they're bad at marketing. It's actually just a symptom of having very few people who even understand what this is. They're like oh, bitcoin? That thing that you buy drugs with, right? Or that's the thing that makes you rich actually right? That was like last month, like last year. Now it's like that's the thing that made all my friends broke.

But it's really, I was just at Equity ICO in Utah and yet there are still fantastic people who are in this space, like Patrick Byrne, the Overstock CEO who's now launching the first securities exchange, who has been the first person to take bitcoin and retail, and has been on this journey for so long and yet we're still so so early.

And so I think, you know, the question of how do we start and where do we get started. Well, we're at the baseline, so I think just start by having conversations. Join the movement. Join the community. What did you say, cult? Religion. I think community is better. Yeah.

Okay so how do you get started? I can kind of give you an idea at least of what I look for when I'm looking at a company, because it's pretty much three major pillars. So product, which is basically your tech, team and partners. Those are like the three main things in my opinion that like any person that's going to start a company ... partners could be who are you potentially partner with, who would you target. And team, clearly you want people who are A: can actually go build what you're saying you're going to go build and can actually go get the partners that you're saying you're going to go get. And product, I think what we saw last year was we saw a lot of whitepapers, I think we're now starting to see a lot of products. People aren't just willing to invest in an idea anymore. People are really interested in actually investing in something tangible that's already built that already has users, that already has some amount of revenue.

And I think those are the three things that if I would say you're going to go build a company right now would be my main focus.

Sarah Austin: Yeah I agree. Have excellent partners and make sure you have a lasting relationship with them because the number one reason for startup failure is co-founder fighting. And then from there just test and iterate and make data driven decisions so you really can verify your business thesis, be that your token economics or just your business thesis. Test it, verify it. Try to get it to the eightieth percentile.

Jessica Versteeg: My advice for starting something in this industry, its just like any other industry. You're building a company. I don't think that there's anything too magical, just like any other company you need to really strap up with lawyers because everything is changing all the time, like, in the middle of ICOs new things come out or new ideas come out and SEC is conflicting internally. Find the best developers that you can find and make sure that they actually can code. And have a really good team. I mean I have some of my team members here, these girls have their team members here. You want a team that's going to support you and be there for you. Kelley did some of our PR in the beginning.

Have a good team and make sure you stick around. Crystal and Brock were some of the first people we met with getting into this space. You wanna really throw yourself into the space but it's no different from any other industry. If you wanna be a banker you're gonna go to all the banking conventions. It's super simple, don't let anyone over-complicate it.

It's just a normal business. Yes if you decide to do an ICO you better really watch out. I did an ICO before there were any real regulations, watching the SEC fight back and forth internally and it's a little scary. But as long as you have lawyers I think that's the safest bet for all of us up here being women it was really, it was my idea to do an ICO because I knew as a woman I'd have to go up against VC funding and there's not a lot of women that will invest into companies. You're going to have to face a lot of men and I don't know if they're like intentionally doing this but there's some bias.

When you have an ICO everyone just really cares about your team, your idea, your code, the product that you're building and your mission. So make sure that you have al of those checked off. And that's it. It's really simple.

Alison Burger: Awesome, Jessica maybe we could start with you on one of these last ones. What do you guys think needs to happen in order to achieve more mass adoption? I know you said we're in 1994, how do we get to 2018?

Jessica Versteeg: Well I think a lot of things need to happen. I think the first thing that needs to happen is people need to get educated, that's the first thing, coming to things like this, sitting on panels, learning from other people. Education is the first thing, I think that it's going to become inevitable, mass adoption, it's like when the internet was coming along. That's such a weird thing to ask, like what do you think mass adoption, what will it take to have mass adoption, it's just gonna happen. Let's say that the government decides that they don't want us involved in blockchain, I don't know why that would happen, but if they don't want anything in blockchain or they don't want anything in crypto that's more likely because they want to control our money, everything will just go onto the dark web and will probably become really big and unstoppable and government will just have to change their rules to, we'll force the government to want to work with us. It's weird, it's hard for me to answer, I just think it's gonna happen.

Sarah Austin: Okay. Evolve or die. Amazon, what was the domains that they're buying? I mean, Facebook, they have a blockchain research lab, it's just a matter of time once the larger institutions and companies are launching their blockchain products, I mean, didn't UPS recently launch a blockchain tracking system for shipping and tracking that sends notifications to the users? Bumblebee Tuna is another one that's launching a blockchain technology so the enterprise is catching on. The consumer companies are catching on. And I think it's just a matter of time before this goes completely mainstream.

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Emily Bush: So I actually think there are a handful of different things that need to happen before this is gonna go mainstream and I don't think it's gonna just happen without a lot of entrepreneurs putting in a lot of hard work. I think one of them is I think we need payment rails. Right now Overstock.com is one of the few places where you can actually buy something tangible with cryptocurrency, not just like buy code or pay for an engineer. Who has used cryptocurrency in the room to actually buy something? Cool, love that. I just bought a cold plunge on Overstock.com using cryptocurrency. And let me tell you, that was very painful process. With zero customer service. And without that, then it's going to be very challenging for there to be serious mass adoption. I think we're starting to see big institutional players come in, I think we're starting to see universities put capital into the space, and I think that will also push adoption, that will push growth, but think there's a lot of work that has to get done before we actually get to the place of mass adoption.

Crystal Rose: Emi I'm just gonna counter you a little bit and say HODL. This is coming from a really personal place, maybe of pain, for me, because I started paying my rent with bitcoin in 2014, as well as my hairdresser and literally anyone else who would take it. And I reflect on that now and I'm like, you know, my husband Brock and I just raced a Delorean for charity in the Gumball 3000 and we were up against all these super cars, like the Lambos, it was very cryptocliche. And these guys actually had no clue really about crypto, it was really fun. We went because we wanted two things. One, awareness of cryptocurrency for very high net worth individuals who have tendency to spend their money loosely, and two, awareness for charity. We ended up raising 50 thousand pounds or so, this was in London, from just putting a bitcoin logo on our car and donating to these children's funds.

So we were driving this Delorean and we were like, we're definitely the lowest car but maybe the coolest in this whole rally. But then Craig Sullers, who had donated the car to us, it has Satoshi license plate, which is why decided to drive it, as well as a flux capacitor. He said, "Actually, I bought that car in 2010 for 200 bitcoin, so I'm guessing that you might have one of the most expensive cars in the rally." And Craig drove the car along with us.

So you know for me it's, where do we go? Do we wanna HODL and do we wanna keep this maybe digital gold? Do we wanna spend it? maybe cryptocurrency isn't the end all be all application actually. What I would say is buy more CryptoKitties. And I'm not just saying that because CryptoKitties are looking for

love and they're all for sale and in fact if you visit us at the SENSE booth tomorrow and Wednesday we are giving away CryptoKitties as well as a lot of other fun things, because they really do need new homes, they need to be adopted. A lot of them have unicorn horns, this is why I got into it.

Buying digital assets is actually potentially one of the newest ways of adoption and that's going to take hold and the gaming industry does a lot of this. It's every industry that actually pushes forward because they need it, and gaming needs it. Gaming is the most usable form of digital assets that has been decades old. I mean they've been trading digital assets forever, swords and gold and things like that. It's natural. So maybe digital assets can look like tickets. Maybe the ticket to this conference. Maybe we have a new method of adoption that goes beyond trying to change all our point of sale systems because we know that the incumbents are gonna have a really big problem with that.

So just like you said the rails, finally we have the ability for the first time ever to almost match the Visa network with transactions. Unfortunately Ethereum tops out at 14 per second, EOS now is doing an average of 4000 per second and that's not because it's the capacity but that's because as much as DApps are created today. So imagine if they were able to run a network like Visa. They can do 100,000 or more if we can scale.

So I think mass adoption comes in new forms, who knows what it's goin to be. I do encourage spending your crypto on crypto, and the other reason why I say HODL is because if you are raising an ICO, to me one of the biggest fallacies of the entire system in terms of ICOs is when everyone raised all their capital on crypto and then extracted it into FIAT. Whoa. Good job, we didn't either, because we believe in the market in general but we also believe in the technology. So we decided we would rather pay as many things as possible in crypto as we could until our accountants were like, hold on a second, this is really really difficult, these wallets and hashes, we don't know how to handle it.

But I think being the first adopters of this, we have to also think about how we stop extracting it and how we start circulating it as well. So beyond CryptoKitties maybe your developers will take crypto.

Emily Bush: I'm gonna add one more thing. We also need a stabilization of laws around how everything functions. That's the only thing I felt like wasn't necessarily addressed. Like, without input from the government and input from what we

can and can't do, I think that creates a lot of the volatility and will make it hard for this to actually be mass adoption too.

Jessica Versteeg: Can I say one more thing about government? Yes I agree everyone should just put crypto into crypto, but about government, that made me think. This is actually up to us, not government, because when you think back of like when we went from gold to paper money, why did that happen or who supported it? Government, because they knew they'd still be in control. Now we wanna go from FIAT to crypto and who's not supporting it? Government, because they know that they won't be in control. If we as a community can show them that we're responsible, we're supporting other companies, we're buying our groceries, we're paying our rent, we're doing normal things with crypto that we have, it's up to us. And hopefully government can catch up. Kind of a last thought.

Alison Burger: Awesome. Before we open it up to questions, looking to the future what do you guys think the greatest impact of this technology will be and then if there's anything else that you want to share with the audience and open it up as well.

Crystal Rose: I think that the greatest impact will be on us to be honest. Blockchain will improve governance dramatically and crypto will just give us the power to our own currency again, or for the first time. I think that's what will improve.

Sarah Austin: I think we're gonna see a lot of economic empowerment from minority groups, especially women in the middle east as they gain access to wallets and diversifying their portfolio of having different cryptocurrencies. Because at the end of the day it does come down to having that economic power. And when we see an even playing field in the next ten years there's going to be a big societal impact and I hope that we have a cultural responsibility as result of this financial empowerment that we're seeing.

Emily Bush: Part of me feels like it will really gain mass adoption and we'll see the largest impact where we don't even know it's there. Where it will actually just be in the backdrop. Like how many people can explain how a Visa transaction actually happens and occurs? Okay one, two? Okay, like a couple. So how many people can explain how blockchain works? Okay a couple more than can explain how Visa works. I think when we think about it as helping us handle payments, a lot of that is going to happen in the background and are going to be things that we don't even understand or haven't like dived into to become educated on it, and just kind of occur.

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Crystal Rose: Was this our last question? I'm really excited about this one because I would like everyone to take this question back with them if you are going out after this to the events and ask it again. What do you see as the future of how this is going to impact? How is blockchain going to impact our future is a great conversation starter question with this group. But also it lets you see into everyone's mind.

So we have amazing artists who are here who are changing the world of art as we know it because of blockchain. We have amazing people in healthcare, we have amazing educators. Every single person, whatever it is that you're working on can be impacted and will be impacted and I think in terms of, you know there are two major technologies that are going to be the incumbent technologies that radically change the world as we get to experience it.

And it's amazing because everyone in this room, and even the youngest people in this room, have been living at one point in an analog world and are now in a fully on fully digital world and that's a really important thing to think about because you think that might have been the biggest transition of our entire history, of our lifetimes but actually I believe it's not. I think the next step is two things. One is blockchain and two is the only other technology that is bigger than blockchain, which is AI. And we'll watch both of those two things intersect, and once we have autonomy on blockchain, whoa, we're just the little humans that are right now trying to make everything work. In our lifetimes we're going to see every incumbent system radically change. And you know we think about that and I kind of don't want to tread on it too darkly, I actually want it to be more light, like we're evolving the system.

So government is going to evolve. It's not going to completely crash, we're not anarchists. Well, maybe not all of us. But we're in a situation where we have the opportunity to become a bigger and better, broader community. There's also the third thing which I think is maybe the biggest part of it all which is the global opportunity for a global economy. So we now for the first time ever have the ability to interact as a singular ecosystem. That's massive. Because that means that, like Emi said, where the impact is the smallest, or the impact is the largest where you see it the least. In the ecosystem we have today globally, three billion people still don't have access to basic financial services. So we'll start with the finance system and we'll start with the payments, and that's really important. And the fact that I could send bitcoin to someone overseas instantly, we already know the benefits. Like we don't have to reiterate what the benefits are of this global economy.

But those are the major transitions. I think [inaudible 00:47:16] the most exciting part, is seeing how every single person can leverage and be improved by this, and I think the very last one is human life in general. So we're going to create a system where we have a better quality of life because everything is accounted for. We see a lot of darkness of the blockchain side right now, there's a lot of dark web and everyone has a little bit of fear, but I think that the transparency is going to be really huge for us. And so when identity gets on the blockchain, and I'm look at you Kelley because you're bringing new life into the world, and by the way I'm really impressed and very happy to not only have five women but a sixth woman or man ...

Kelley Weaver: Woman.

Crystal Rose: Perfect so we have six of us up here, maybe seven, we'll decide who else later. And to me this is the opportunity, our children are now going to have better identity opportunity and that's really a huge deal. And so hopefully you put your baby on the blockchain and I hope that, will you be one of the first? Yes please.

Kelley Weaver: We call her the bitcoin baby.

Crystal Rose: Yeah, is her name Crypto?

Kelley Weaver: It's a secret.

Crystal Rose: I'm just throwing it out there, if you name her Crypto Rose I would be really happy.

Speaker 13:   Her first word is gonna be [inaudible 00:48:36]

Crystal Rose: Yeah the first word is 'bitcoin'. I do think though that identity and potentially marriage, and not even potentially actually I'm married on the blockchain, we have a blockchain wedding that happens every year and you can see Brock and my marriage has been unofficially put on the blockchain, we don't have a system behind it, we'll opensource it at some point in time. But again it's another opportunity we get to innovate on. So I'm really passionate and interested in helping people to take control of their relationships and their lives and that's just something that it's a side project that maybe it's a business one day.

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So that's it, i just think that everything, the basic answer of blockchain coin going to do and how is it going to change, everything is going to change.

Speaker 13:   Love it.

Kelley Weaver: Thank you ladies so much.

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 where you can also find today's show notes. If you have suggestions for topics or guests, please drop me a line on Twitter @CryptoKelley, or you can follow the show on Twitter @CryptoTokenTalk. If you enjoy the show, please rate and review it on iTunes and share it with family, friends and colleagues who want to stay up to date on how blockchain technology is changing the world. Thanks for listening.

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