

# The Network Effect

*Unlocking value in the world of bitcoin, blockchain and cryptocurrencies*

## What is it about?

This workshop is aimed at anyone who wants to understand the world of bitcoin, blockchain and cryptocurrencies. There is a lot of media commentary on the world of digital currencies – from dismissal as a bubble to the next “big thing”. In this workshop we will strip away the hype and will aim to give delegates an informed and unbiased view of this new asset class, covering both the concepts and practical applications of this new technology, as they exist today, along with practical hands-on exercises to buy and sell.

## What will it cover?

### Introduction

- Behavioural finance and bubbles

### What is money?

- From the barter economy to fiat currencies
- Money creation via fractional reserving
- Money creating via quantitative easing
- The role of gold
- Bitcoin – digital gold?

### A brief history of Bitcoin

- Cypherpunks & the development of cryptocurrencies
- 03/01/2009 & Satoshi Nakamoto
- Key milestones in Bitcoin’s development

### Terminology & Technology

- Fundamentals
  - Central Bank v Distributed Ledger
  - Trust v Peer-to-Peer
  - Opaque v Transparency
- How it works
  - Nodes, cryptography & blocks
  - Wallets, addresses & keys
  - Coins, Tokens & ICOs
  - Advantages & Disadvantages - Decentralisation / Points of Failure / Reversibility / Transparency / Security

### Terminology & Technology (cont.)

- Applications of blockchain
  - Transaction, storage, transfer
  - Industrial applications

### Practical exercises:

- Creating the blockchain
- Setting up a wallet
- Buying Bitcoin (/Ethereum/Ripple etc.)
- Generating Public Addresses & Private Keys
- Transfer and Storage

### Investing

- Wallets (Hardware, Apps & Exchanges)
- Markets Landscape
- Trading techniques
- Understanding ICOs

### Valuation Techniques

- Key Drivers
- What to look for
- Community

### The Future

- Regulation
- Private v Public

### Closing Reflections

- The need for bubbles
- Valuing the ‘network effect’
- Identifying the winners of tomorrow

## What will I get out of it?

- Understanding of the terminology
- Appreciation of ‘both sides of the argument’
- Consideration of how to apply blockchain technology
- How to buy and sell cryptocurrencies
- How to uncover the value of digital currencies & blockchain technology

## Meet your workshop hosts...



**Stephane Redon** is a Senior Fintech Specialist & Experienced Portfolio Manager.

He has over 17 years' experience across banking and financial markets with a solid expertise on new digital assets.

With strong interest in digital and business strategy, his first investment in a startup company dated back to 1999. He has been an active partner and shareholder of BitSpread Ltd since 2014.

BitSpread is a blockchain technology firm, which offers quantitative strategies & research in the crypto-asset space. The firm is one of the most active players on crypto-currencies markets today.

Stephane was recently Head of Index Trading at Nomura, where he also supervised execution services and ETF products. He has developed a strong expertise across risk management, execution, financing and technology. He built the leading trading platform for low-touch algorithm that offered market access for complex benchmarks to hedge funds, institutional investors and insurers. Previously with Lehman Brothers and BNP Paribas, Stephane held key positions in trading and technology between London, Paris and Sydney.

Stephane holds an MSc in Finance from ESCP Europe, and a Masters degree in Computer Science & Engineering from ESIEA.

**Ted Wainman** is an experienced Financial Trainer and Consultant with Talk Financials Ltd.

Ted trained and qualified as an Associate Chartered Accountant (ACA) with Ernst & Young before joining JPMorgan Investment Management, where he undertook a company sponsored MBA in the International Management of Financial Services, from which he graduated at the top of his class with merit.



Since 2003 Ted has been designing, developing and delivering programmes for private sector companies (including blue chips and financial services) across a range of business needs. Whether focused on programmes to build awareness and detailed understanding around financial drivers of their business, addressing new operational initiatives or supporting business change, Ted is experienced in working with key stakeholders within the business to construct training programs that deliver sustained change.

Ted has worked with over 200 organisations in over 30 countries. He is the published author of 'How to Talk Finance: Getting to grips with the numbers in business' (Pearson, 2015).