

**Digital Asset Strategy Summit (DASS)  
October 16 – 17, 2018 - Dallas, TX**

OCTOBER 16, 2018

**3:00 – 5:00 pm**

**Registration & Exhibit Booth Setup**

**3:25 – 5:25 pm**

**Workshop: The ABCs of Blockchain & Cryptocurrencies**

What is Blockchain?

What is Cryptocurrency & How is it Valued and Traded?

How many Cryptocurrencies are there?

- What is a Fork? How does this impact my investments?
- What is a Smart Contract?

Which platform should you use to trade on? Pros & cons.

- Where should you store your crypto?
- What's a digital wallet and should you use it?

What's an ICO? Which ones are legitimate and where does the investor fit in?

- What is the difference between a security or utility token? Is a Utility token too risky?

Lastly, we will do a live trading demo (with real money) so investors can better understand how an exchange is structured and how to execute trades particularly as the order execution front end/GUI is far different looking than your traditional platform.

**Session Leader:**

Julie Cooling, Founder & CEO  
RIA Channel

**Panelists:**

Gabriel Allie, Managing Partner  
Ivireum Global LLC

Chris Smith, Founder & CEO  
phix Solutions Group

Lex Sokolin, Partner, Global Director – Fintech Strategy  
Autonomous Research

Greg Xethalis, Senior Counsel  
Chapman and Cutler LLP

**5:30 – 6:30 pm**  
**Welcome Reception**

OCTOBER 17, 2018

**7:15 – 8:10**  
**Registration & Breakfast**

**8:10 – 8:15**  
**Welcome & Introduction**

Don Friedman, Founder & CEO  
JV Events Group

**8:15 – 8:45**  
**From Token Mania to Crypto Utopia: a Macro View on Digital Assets**

In this session, Lex Sokolin highlights the fundamental and macroeconomic drivers that make blockchain valuable. The presentation will cover the four waves of crypto innovation, the fundraising activity in the token markets, the emergence of dedicated crypto investment funds, and the institutionalization of the asset class. While the last two years have shown us what volatility and speculation can do in the sector, Lex will focus on the long term value emerging in the new ecosystem.

Lex Sokolin, Partner, Global Director – Fintech Strategy  
Autonomous Research

**8:45 – 9:15**  
**KEYNOTE PRESENTATION: Ric Edelman Reveals: *The Truth About Your Future***

#1 *New York Times* bestselling author Ric Edelman shows you the profound impact of exponential technologies on every aspect of your life, including:

- Why you're likely to live to age 110 or 120 — with better health than ever
- Why retirement as you know it won't exist in the 21<sup>st</sup> century — and what that means for your lifestyle
- Why college planning is out, and career planning is in — and why this matters even if you're in your 50s or 60s
- The big mistake you're making with your investment strategy — and the one thing you must do now to fix it

Ric Edelman, Executive Chairman  
Edelman Financial Services

**9:15 – 10:05**

**State of the Digital Asset Market:**

**A Legitimate Asset Class or Another Tulip Mania?**

The world is taking notice of the digital asset revolution. More and more crypto funds are being created. Products such as GBTC, futures, options & Blockchain ETFs are all available to be traded. ICO launches continue to grow, big banks are hiring analysts to cover the space and law firms are assembling crypto teams. Even Amazon buying crypto domains seems to show strong evidence that cryptocurrencies are here to stay. Yet common questions remain such as:

- What is the real use case for crypto?
- Is the idea of crypto scarcity real given the potential for infinite forks?
- What if regulators make it illegal to own crypto?

Even as naysayers continue to grow for cryptos, consensus continues to proliferate for blockchain investment opportunities as businesses recognize its benefits which include supply chain management, quality assurance, cross border transactions, etc. So, what lies ahead for this nascent industry...

**Session Leader:**

Lex Sokolin, Partner, Global Director – Fintech Strategy  
Autonomous Research

**Panelists:**

Matt Hougan, Global Head of Research  
Bitwise Asset Management

Thomas Lee, Co-Founder & Managing Partner  
Fundstrat Global Advisors

Bart Stephens, Co-Founder & Managing Partner  
Blockchain Capital

**10:05 – 10:30**

**Morning Networking Break**

**10:30 – 11:00**

**Real World Use Cases & Applications**

As Wall Street tries to better understand the legitimacy of crypto and blockchain, this session will help fill the gap between potential and tangibility of implementation. Our panel will share how their companies are:

- Solving problems for big and small businesses around the world
- Catching up payments to the speed of the Internet by providing prosperity and liquidity for companies to do business in 3rd world countries

- Helping erode \$7 trillion in the fraud ridden financial system
- Demonstrating how people can now rely on a trustless financial system built without intermediaries

Reuben Bramanathan, Fund Manager  
Coinbase Asset Management

Chris Smith, Founder & CEO  
phix Solutions Group

**11:00 – 11:55**

### **Securing Your Digital Asset Investment**

What are the risk factors associated with investing in crypto. For example, are cryptocurrencies tokens or securities? Other than putting your key in a safe, what other options are available? What are the differences as well as the advantages/disadvantages of cold wallets vs. hot wallets? What sort of offerings are there from custodians? How do you determine what the right solution is? What are the differences between the various providers? What is the best way of valuing these assets and what are the pricing mechanisms?

#### **Session Leader:**

Lex Sokolin, Partner, Global Director – Fintech Strategy  
Autonomous Research

#### **Panelists:**

Matt Jennings, CEO  
Kingdom Trust

Matthew Johnson, Chief Product Officer, Co-Founder  
Digital Asset Custody Company (DACC)

Peter Najarian, Sr. Vice President – Institutions  
Xapo

Josh Schwartz, Vice President  
BitGo, Inc.

**11:55 – 1:10**

### **KEYNOTE LUNCHEON ADDRESS – Crypto 2019 & Beyond: A Fireside Chat with Lou Kerner**

This fireside chat, with one of the most forward thinkers in the world of finance, will provide an investor's perspective on what to expect in 2019 and beyond.

- When will crypto go mainstream?
- What are the regulators going to do?
- What crypto sectors and companies are best positioned to scale as the industry grows?

Dara Albright, President  
Dara Albright Media

Lou Kerner, Partner  
CryptoOracle

**1:10 – 2:00**

**The Cryptocurrency Crystal Ball: Bull vs. Bear Debate**

Bitcoin has fallen as much as 65% from its record high of \$19,783.21 set in December 2017. As of this writing, the price is around \$6,800. Will the price of cryptocurrencies rise, remain flat or fall further? Attendees will have the opportunity to hear from leading investors as they share their contrary perspectives on where cryptocurrencies are headed and whether or not or how much you should invest in them.

**Session Leader:**

Mark W. Yusko, CEO & CIO  
Morgan Creek Capital Management, LLC

**Panelists:**

Stephen Browne, CFA, Director, CIO, CCO  
Paul Comstock Partners

John Davi, Founder & CIO  
Astoria Portfolio Advisors

Timothy F. Peterson, CFA, CAIA, Investment Manager  
Cane Island Alternative Advisors, LLC

**2:00 – 2:30**

**A Family Office's Perspective on Tokenization of Traditional Assets**

In this session, you will learn how tokenization of traditional asset classes will create a huge shift in what's possible for investors and for business owners. For family businesses who either want or need to monetize some of their enterprise value with a fully AML/KYC/Accreditation-verified global capital base, tokenization can greatly lower search costs for issuers as well as portfolio managers needing to find liquidity and the ability to re-balance and, in some cases for a family business, without the need to sell equity at all through novel financial products. The blockchain /distributed ledger technology infrastructure will make it possible for these quasi-public secondaries market transactions that look and feel very much like ETFs to be managed, traded, bundled (or unbundled) in a way that wouldn't have been possible before.

Christopher Calicott, Managing Director  
Trammell Venture Partners

**2:30 – 3:20**

**An “Inside Baseball” Perspective on Fund Manager Due Diligence**

As digital assets gain wider appeal and acceptance, more and more cryptocurrency and blockchain funds are coming to market. This session will provide an “inside baseball” perspective as you’ll hear from fund managers as they outline how they conduct their own due diligence in choosing investments as well as discuss how you should do your own due diligence in terms of choosing a fund to invest in.

**Session Leader:**

Scott Army, Founder and CEO  
Vision Hill Advisors

**Panelists:**

Tuur Demeester, Founder  
Adamant Capital

Sean Keegan, Managing Partner  
Digital Asset Strategies

Kyle Samani, Managing Partner  
Multicoin Capital

**3:20 – 3:40**

**Afternoon Networking Break**

**3:40 – 4:15**

**Regulation and SEC Enforcement**

In the fast-moving world of cryptocurrencies, regulations play a vital role in how the asset class will evolve. The value and viability of cryptoassets and cryptocurrencies may be significantly impacted if their promoters fail to comply with their regulatory obligations. This panel will address recent regulatory approaches and stress the need to analyze regulatory compliance as part of due diligence and more specifically:

- Do firms need to be both AML and KYC compliant?
- Do ICOs need to comply with SEC regulations?
- Howey case- factual analysis
- Why has the SEC determined that Bitcoin and Ether are not securities?
- Overall SEC concerns: valuation, liquidity, market manipulation, unregulated trading venues
- Additional issues for pooled products: transparency of information, custody, arbitrage, depth of market, volatility-Dahlia Blass statement
- Issues in adopting new SEC listing rules for pooled products
- Do US unregulated trading venues need to be registered with the SEC?
- Brokers selling ICOs -do they need to comply with SEC and FINRA regulations?
- Issues for advisers: derived from Claytons statements
- CFTC jurisdiction- spot and derivatives

**Session Leader:**

Dara Albright, President  
Dara Albright Media

**Panelists:**

David Hirsch, Senior Counsel and Cyber Liaison  
SEC

Kathleen Moriarty, Partner  
Chapman & Cutler, LLP

Mark Rasmussen, Partner  
Jones Day

**4:15 – 5:05****Portfolio Construction:****Putting Digital Asset Strategies To Work**

- Diversifying/building your crypto portfolio
  - Should you invest in more than 1 cryptocurrency
  - If so, which currencies are worth investing in?
  - Which currencies have more utility?
  - What percentage should be allocated to which cryptos?
  - What's the best way of accessing cryptocurrencies? Should you invest in a hedge fund, VC fund, PE fund or simply buy the currencies yourself?
  - Can the extreme volatility of cryptos be managed? If so, what's the best way of doing so?
- Incorporating crypto and blockchain into a broad-based portfolio
  - What percent of your portfolio should be invested in the crypto space
  - What percentage of your portfolio should be invested in the blockchain space
  - Is crypto a hedge against a stock market correction

**Session Leader:**

Mark Thorsen, COO  
Yeoman's Capital

**Panelists:**

James McDonald, Chief Investment Officer  
Vishnu Wealth Management

Paul Pagnato, Founder & CEO  
PagnatoKarp

Tyrone Ross Jr., Managing Partner  
NobleBridge Wealth

**5:05 – 5:35**

**An Asset Manager’s Journey To Be One of the Trusted Advisors in the Digital Age**

Essayist Bill Durant said “Truth always originates in a minority of one, and every custom begins with a broken precedent”. All evolutionary ideas emerge from what appears to be heresy against the conventional wisdom and nowhere is that more true than in the world of investing. When Blockchain technology emerged in the 1980’s it was considered the realm of Anarchists and Libertarians, but today we are on the verge of a revolution in how we transact things of value in the digital age.

Join us for a lively discussion of how one investor discovered the transformative power of Blockchain Technology and has set upon a journey to become one of the Trusted Advisors in The Digital Age.

Mark W. Yusko, CEO & CIO  
Morgan Creek Capital Management, LLC

**5:35 – 6:35**

**Cocktail Reception**