



Building for the Future on Blockchain

Panel of Industry Experts -- Ensuring your Leadership in Tomorrow's World.

A VIRTUAL MEETING

DATE: Thursday, April 28, 2022

TIME: 6:00 PM to 8:00 PM Presentations, Panel Discussion, Q&A

SPEAKERS:

Paul Brody - Principal and Global Blockchain Leader, Ernst & Young

Bhargav Perepa - Blockchain Architect/ Specialist/Advisor IBM

Monisha Coelho - Partner - Business, Real Estate, India (Crypto), Alvarado Smith Law

More to Come

PLACE: Virtual meeting via ZOOM

COST: FREE for all with Advance Registration

Registration in advance on Zoom IS REQUIRED. Use this link:

[https://us02web.zoom.us/meeting/register/tZYrc-msrzooHdRSsry5\\_ZMLfPI4r3X67KN5](https://us02web.zoom.us/meeting/register/tZYrc-msrzooHdRSsry5_ZMLfPI4r3X67KN5)

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Developing Blockchain Applications Today for Tomorrow's World

The world of Blockchain is evolving rapidly – from Bitcoin Layer 2.0/ layer 3.0 to Ethereum Layer 2.0 platforms like Polygon and Solana. There are private platforms like Hyperledger Fabric. And now there are fast-developing decentralized finance (DeFi) solutions. Ethereum and its Layer 2 networks represent 75% of all DeFi dollars, 95% of all NFTs, and three to 10 times the number of software developers than other ecosystems.

The choice of platform is a crucial one in application development – and will directly impact the success of your venture. Mainstream adoption of Blockchain will mirror the growth cycles of cloud, enterprise software, and personal computing – 15 to 25 years of 25-35% growth. The Blockchain financial ecosystem is estimated to become 40 times larger than it is today, with market cap of \$110 trillion. Now is the time to establish leadership, and your choice of platform is the foundation for trust and future market share.

Some critical factors in selecting a blockchain platform include:

1. The type of application you're building – requirements, including the need for transaction privacy
2. Scalability and throughput of the platform, "gas" costs.
3. Adoption rate: the strength of the community, Services offered by the ecosystem
4. Development standards and processes.

Our speakers will share insights into these things, including

- Private vs Public - Should you utilize both private (permissioned) and public blockchains, or simply build securely on public blockchains and infrastructure?
- Benefits - The standout capabilities of DLT / blockchains, their unique value, and risks
- Current Trends/ Strategies in blockchain development, tools and process
- Designing for decentralization - thinking in native blockchain terms (not easy)
- Designing for privacy – for smart contracts, both privacy of the transfer details and of business logic
- Integration of blockchain into existing applications.
- Governance rules/ protocols - development, support, and release management.

There are also significant legal considerations for blockchain transactions, and we'll hear about those elements as well:

- Jurisdictional/regulatory issues – transactions may span many locations across the world.
- Intellectual property – limitations of open-source licenses, plus the need for patents to safeguard newly-developed technology.
- Smart contracts – developer responsibilities for code which malfunctions or operates in a manner not intended by the parties to a transaction.
- Product acceptance -- defining the stage at which acceptance occurs.

This will be a fantastic conversation with many practical takeaways. Join us for insights on technologies which are forming a foundation for the business landscape of the future.

ZOOM REGISTRATION IS REQUIRED.

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Zoom Event Registration

## **ABOUT OUR SPEAKERS**

Paul Brody, Principal & Global Blockchain Leader, Ernst & Young

Responsible for running EY's global blockchain business across tax, audit and consulting. This includes overall strategy, engineering work, and research as well as operational management including handling pipeline and marketing for annual revenue that now exceeds \$100mm.

- Responsible for industry leading technology including the Nightfall and Starlight platforms
- IP strategy including patent protection and building out EY's first global SaaS platform, Blockchain.EY.com serving audit, tax, and consulting clients
- Built the industry's first smart contract testing platform
- Build the industry's first on-chain audit platform, EY Blockchain Analyzer
- The first and only "Big 4" firm to embrace public blockchains such as Ethereum and Bitcoin

Paul has extensive experience in the areas of IoT, supply chain and operations and business strategy, developed over 20 years at multiple start-ups, McKinsey, and at IBM.

Prior to joining EY, he served as Vice President and Global Industry Leader of Electronics at IBM. He led development of IBM's ADEPT platform, the first IoT platform based on blockchain technology, launched proof of concept at CES in 2014 in cooperation with Samsung. He participated in the design, set-up, and scale-up of IBM's strategic partnership with Apple in the mobile computing space.

Paul led EY's first blockchain strategy engagement, examining how digital services, payments and IoT are coming together in new ecosystems and building a strategy and technology roadmap for one of EY's major clients.

Paul has a BA in Economics and a certificate in African Studies from Princeton University.

Bhargav Parepa IBM

Bhargav VR Perepa, CISSP-

IBM Information Technology Specialist & Architect

IBM Blockchain - Financial Services

Bhargav provides IT consultancy to US Financial Markets Blockchain customers. Define, design, detail, and propose technical solutions to emerging, highly disruptive, rapidly changing, and envelope-pushing customer requirements that are state-of-art and complex.

He has worked collaboratively with customer, sales, and federal-systems integrator community devising effective opportunity pursuit strategies advancing solution offerings, leading to IBM solutions getting short-listed for adoption by customers at DHS, TSA, FBI, and VA federal agencies.

He has evangelized solution-value propositions by developing white papers, developerWorks, Redbook, and Academy of Technology study publications, delivering technical enablement and proof-of-technology sessions in conferences and customer offices raising awareness of IBM solutions and offerings with influencer communities.

He has worked hands-on with cloud and middleware products, delivering demonstration and prototype integrations (hackathons) in customer / partner environments helping foster mindshare and ecosystem.

Monisha Coelho

Partner - Business, Real Estate, India (Crypto) AlvaradoSmith Law

Monisha represents clients in shareholder & founder disputes, corporate mismanagement, trade secret theft, breach of contract and commercial fraud cases. RE matters include title fraud, and disputes between developers, commercial landlords/tenants, or homeowners. Handle financial lending disputes between traditional or hard money lenders and their borrowers, foreclosures, and fraudulent liens. Represent companies in US set up operations in India and vice versa. Assistance with crypto compliance & avoiding bias in AI.

Moderator TBD

#### COMING EVENTS

May 26 - Networking Event with our popular Wine & Cheese Moderator, Vivek Tauh. In-person - FREE hors d'oeuvres at El Torito in Santa Monica. Event will begin at 5:30 PM.

#### COMMUNITY EVENTS

AITP San Diego Virtual Chapter Meetings, <https://aitpsd.org/>

AITP Akron Virtual Chapter Meetings, <https://akron-aitp.org/>

AITP Chicago Virtual Chapter Meetings, <https://www.aitpchicago.com/>

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