

# CRYPTO

A new series on AI, Blockchain, Cryptocurrency and Tokenisation

PARTNER CONTENT

## CITY A.M.'S CRYPTO INSIDER

JAMES BOWATER



Like most people who came late to the world of crypto, tokens and Blockchain, I was hearing about some 'dodgy, underworld, cryptocurrency' with no underpin called Bitcoin that first made me aware.

With a background in authentication and verification of documentation, consumer goods and the like, I was approached casually around about the same time about something called Blockchain and distributed ledger technology ('DLT') to see if there was a fit with my business. Stupidly, I passed the inquiry over to a now redundant team member who, as usual, missed the point and failed to report any useful findings - worse still, I didn't follow up!

I didn't realise then that Bitcoin and Blockchain were born from the same source: Satoshi Nakamoto. To quote Charles Hoskinson, of Cardano fame, Satoshi's the guy who made the ultimate mic-drop by disappearing almost as quickly as he/she/them appeared! To this day no one knows who Satoshi really is but it is essential for anyone who is curious to read the original white paper published on 31st October 2008.

I started my journey of learning in the early part of 2017 but only really started engaging in September. The first thing to note is that there are very few experts in this field and it's a much-banded term. Let me be clear - I am no expert. However, meeting with City A.M. I discussed the idea that as I learn, perhaps I could share my new knowledge with the readers.

My personal feeling is that Blockchain, cryptocurrencies, decentralised ledger technology and tokenisation are together fast becoming the biggest cross industry disruption since the World Wide Web went live on 6th August 1991.

I have been very fortunate indeed to meet, in a relatively short space of time, a passionate and knowledgeable bunch of crypto-insiders who will be regular contributors to this page, and I would like to introduce them today: Thomas Power, Rick O'Neill, Jonny Fry, Mark Kirby and Barry E James. Of course there will be many new faces that make an appearance every Monday - all of whom share the same aim, which is to keep you the reader informed, and to bridge knowledge gaps wherever possible.

To that end my email address is [CryptoInsider@cityam.com](mailto:CryptoInsider@cityam.com) for you to send your feedback, questions and suggestions, which we will endeavour to answer directly and incorporate where possible into this weekly feature.

Tomorrow, together with other Crypto Insiders, I will be attending Team Blockchain's ICO Meetup London being held at CMS Cameron McKenna Nabarro Olswang LLP, 78 Cannon Street. If you would like to attend please email [jonny.fry@teamblockchain.net](mailto:jonny.fry@teamblockchain.net)

## Thomas Power

is one of the world's leading influencers and speakers in the realms of AI (artificial intelligence), Blockchain, Cryptocurrencies and Tokenomics

If you're trying to wrap your head around Blockchain, think about the birth of ecommerce (i.e. buying stuff online). Compuserve opened the first ecommerce store in 1984, fifteen years before the idea of making purchases online became mainstream.

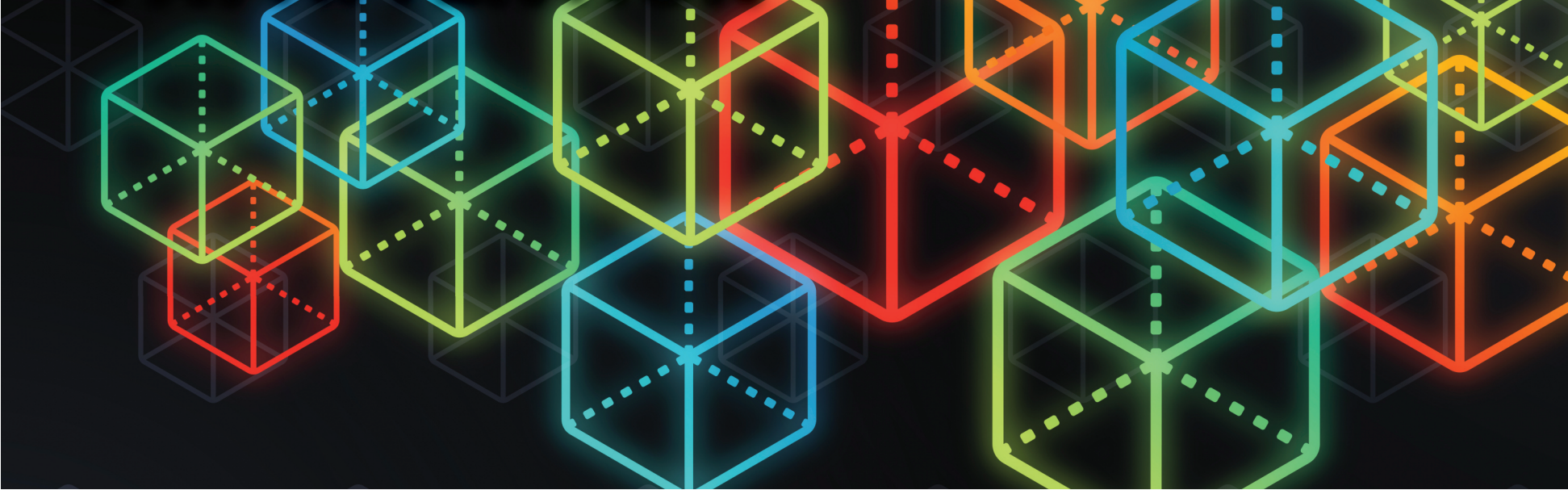
Amazon.com was listed in May 1997, and 21 years later it utterly dominates the ecommerce space: even eBay looks a poor and shabby relative by comparison. Ecommerce was a winner takes (almost) all market play, and Jeff Bezos (founder & CEO of Amazon) deserves some serious respect for his ownership of the ecommerce monopoly.

Roll forward to 2008 (in the middle of the Global Financial Crisis) and the Bitcoin Blockchain was conceived by a mysterious person (rumoured to be Hal Finney, Nick Szabo or Stuart Haber, now Chief Scientist at Auditchain and referenced 3 times in the Bitcoin Whitepaper) under the alias Satoshi Nakamoto.

Now, almost ten years on, Bitcoin is trying very hard to progress from an unorthodox and little understood currency to the mainstream and widespread usage. Perhaps we need to be more patient with this "new" venture, this so-called store of value (SOV) or perhaps digital gold, than we were with the growth of ecommerce.

It takes 15 to 18 years for a piece of technology to be launched, doubted, challenged, accepted and adopted: thus the Bitcoin Blockchain is fore-

# BLOCKCHAIN IS HERE TO STAY - AND IT'S TIME TO PAY ATTENTION



Consider Blockchain something you need to know about.

cast to become mainstream between 2023-2026 ...if it makes it that far. What it will be used for then, none of us know. By definition, we cannot be experts in new and unknown markets. Do you know any wealthy futurists?

Since 1980 (aged 16) I've worked in and around technology and its marketing for hardware, software, ecommerce, internet auctions, community building, social media & networking,

SaaS, Blockchain, and Blockchain's desire (to quote Anthony Pompliano) to "Tokenize The World".

I study hard, research endlessly, go to an event every week, and I meet thousands of people around the globe. I seek out the patterns, shapes, trends and memes - and Blockchain is just that: a meme, in the original sense of the word.

Consider Blockchain something you

need to know about, just like ecommerce and Dotcom in 1998. A dollar invested in Amazon in 1997 during "the doubter years" is worth \$1,500 now. Did you invest? Were you persuaded by the doubters? Have you bought a Bitcoin? It's all part of our collective learning. You have to be brave to change and evolve, and yes - it's hard. I find it hard myself.

Being an historian (thank you Mrs

Gaskell, St Andrews Leatherhead 1976-1982) history matters to me, so I like to keep notes and record events so that in the future (when I am in my final trimester (2024-2054) aged 60 to 90) I can teach Internet (Digital) History to students.

With this in mind, I encourage you as readers of City A.M. (one of my daily faves) to read, research, absorb, ponder and build your Blockchain

(token) strategy for the 2020s. And your learning journey begins with buying some cryptocurrency, be it one Bitcoin \$BTC, one Ethereum \$ETH, one Ripple \$XRP, one Litecoin \$LTC, or (as my son and I have done) buy a dozen different tokens.

The buying of cryptocurrency teaches you how much you have to learn before you can even consider having a strategy or preparing your organisation to learn what a Blockchain strategy is or would look like. And there are hundreds of crypto tokens to choose from: see [www.coincodex.com](http://www.coincodex.com) for an exhaustive list.

Your (branded) tokens are a long way

**It takes 15 to 18 years for a piece of technology to be launched, doubted, challenged, accepted and adopted**

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out, and yes you are going to have to do this. Just as you may have resisted ecommerce twenty years ago and allowed Amazon to take it all (or at least most of it) you can resist Blockchain all you like: but it's coming anyway, so it's better to be prepared.

If you have questions, message me on your preferred platform below.

*Thomas Power is a Board Member with 9Spokes PLC in New Zealand You can find Thomas on twitter @ThomasPower You can write to Thomas on email [thomas.power@9Spokes.com](mailto:thomas.power@9Spokes.com) Thomas also welcomes questions at WhatsApp and answers thousands each week +447875695012*

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## City A.M.'s Crytpo Insider interviewed the Founder & CEO of iConsult Software Limited, Richard Crawford-Small

Richard is engaging and passionate about the medical aesthetic sector and cosmetic surgery, having been involved since 2004. Starting from a business development perspective, it is clear that Richard's focus quickly became the improvement of the customer/patient journey, which led to him creating the first interactive patient management system called iConsult, which was made possible with the advent of the iPad, in effect replacing paperwork. By using the embedded camera to take photographs and having the ability to mark up the images it was possible to create an engaging and personal consultation method, which has the effect of replacing paperwork. Being digitally recorded meant that valuable patient data is created that clearly needs to be secured.

Statistically speaking, nearly fifty percent of patients considering a cosmetic procedure don't go through with it, citing trust and cost as being central to the decision, but equally fear of negative outcome - with search

engine results more focused on the horror stories than the positive ones. With transparency of data and accountability and the realisation that the patients can have ownership of the records, Richard set out to address this with iConsult - enabling patients to access their records and share them seamlessly with different practitioners.

Richard first became aware of Blockchain in April 2017 and quickly recognised that it potentially provided the solution to secure the data and provide permissioned access to it, and

**Cosmecoin is shaking up both the medical aesthetic and cryptocurrency sectors**

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enable the creation of a tokenised platform that rewards best practice. Richard explained that his mantra acronym for the business is STACIE - Safety, Transparency, Accountability, Compliance, Integrity and Engagement.

Cosmecoin is shaking up both the medical aesthetic and cryptocurrency sectors with the launch of a first-of-its-kind ICO that could be the catalyst that restores trust between patients and cosmetic surgery practitioners. iConsult

will be the first to develop a Blockchain-based solution for the Cosmetic Surgery and Medical Aesthetics industries globally. This platform has the potential to be the market leader in this industry and change the way the consumer, clinics, suppliers and manufacturers connect in the industry forever.

Richard told me "it was clear to us early on that to successfully create the platform, and navigate the crypto world, we needed the best possible advisors

and partners across the board, from experienced bankers and business people like Julian Macedo and Rob Westmacott, to marketing experts like Rick O'Neill - not just techies. From a legal perspective Allen & Overy have been invaluable in their attention to detail, guiding us through the newly charted waters of an Initial Coin Offering and from our own industry Dr Ravi Jain and aesthetic nurse Nikki Zanna have provided their expertise and in depth knowledge. The crypto sector is nascent and I love being at the cutting edge.

"Cosmecoin will enable the safe introduction of patients to trusted practitioners in a safely encrypted and trackable manner using the iConsult software. Patient consultations and medical records including medical or sometimes very personal images are then stored securely on the platform's Ethereum Blockchain. Their Cosmecoin app will connect consumers with trusted partners while recording the process, protecting all parties and rewarding best practice. Connect - Record - Protect - Reward is the Cosmecoin Mission.

"Our goal has always been to help the good guys get found and the bad guys get found out, and blockchain and tokenisation helps us to achieve that".

Richard is clear in his vision for the future - to take Cosmecoin to a global footing without compromising the founding principles of iConsult.



## BEYOND THE HYPE

**Rick O'Neill**, Founder of Look, Touch & Feel - a Specialist Digital Marketing Agency pulls back the curtains on ICOs, and their Marketing campaigns, to reveal the real indicators of potential success and failure.

Marketing & Community has proven to play a pivotal role in the success of ICOs over the past 2 years or so. However, there is an important distinction to be identified between a big impact marketing campaign and a genuine project with a good chance of sustained success. Through this series of 12 short guides, I aim to use my experience in advising ICOs and delivering marketing and community strategies for them, to give you some of the most important identifiers of an ICO in relation to its chance of success, and how to analyse them.

This week I want you to consider "The Team", and in particular the Founder and their closest 2 to 3 colleagues. What expe-

rience does the Founder have in business? Have they successfully built and sold a business before? Does their CV indicate commercial acumen? Look closely at the online presence of the Founder and their closest colleagues too. What confidence do you glean, from the content and commentary they share, that they have what it takes to launch a successful business in such a competitive landscape?

Of course, in a tech-heavy startup (which all ICOs are), the CTO is also absolutely critical. Firstly (sounds obvious, but...) is the CTO fully invested? Are they full-time on this project? What does their experience look like? I've seen ICOs where the CTO was a freelancer - which represents a huge risk

as they carry with them vast amounts of the intellectual property and real substance of the project if they disappear (and they have been known to).

Study the Legal Counsel and Commercial Founders too (and I hope there are some!), and again - research their experience up until now, and their commitment to this ICO project. ICOs that go on to succeed and deliver a return for investors tend to have entrepreneurial and commercially savvy Founders, fully-invested CTOs and Core Directors, credible and reassuring online presence, and clear and coherent visions for the future of the project.

Next Week we will look at how to evaluate "The Concept" for an ICO Project...



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## ICO NEWS

Staring Into The Furnace of Innovation



Initial Coin Offerings are a form of crowdfunding, on steroids. They are the fiery furnace in which new digital coins and tokens are formed under the immense pressure and white heat of innovation.

Week by week we will be tracking some of the latest innovations and trends, as they happen, and commenting on the latest innovations in law and regulation.

ICOs are a global phenomenon. Born global, global in nature and they defy categorisation. Born, mostly, as startups but moving around the globe choosing domiciles and tax zones like multinational corporations do. VC funded but without VCs calling the shots. Regulators, governments and tax authorities struggling to catch up, or even to agree how to categorise these 21st century, highly mobile, digital assets. Or are they currencies? Or securities? The arguments rage - and will continue to rage for some time to come.

We'll bring new insights from the latest data on the around fifty new ICOs we collect each week, adding to well over 2,000 we've already profiled in the Token Intelligence platform - which also signals the level of transparency achieved by each and red flags, where necessary, those failing to provide it. The data tells us that where crowds-funds raise, on average, from tens to a

few hundred thousand, ICOs raise on average more than ten million and we'll be using these data to surface the latest trends and innovations. New uses of the blockchain technology that gave birth to Bitcoin, the first online currency, in not just funding, payments and finance but medtech, logistics, gaming and beyond.

Decentralisation is the unifying, or should that be dis-unifying or disruptive, theme of all this. Blockchain technology applied to remove the need for a central authority, or even central database, exploring new areas. 'Napsterising' new ecosystems one after another, removing friction and making them flow more freely, and democratically.

But there's more than one kind of Blockchain. A still startling innovation which has changed the scope and art of what's possible, but is no panacea. Inevitably there are those who see all this self-funded innovation as a bandwagon and want-in regardless. Others are prepared to false-flag their shares as another kind of token or coin, or sell hot air or just a dream. We'll be flagging some of those up, too.

So paradoxically in this new world of digital money it is not cash that is king but a free flow of information. In that, transparency is key.

Read more at [CityAM.com/crypto](http://CityAM.com/crypto) or [ICO-radio](http://ICO-radio)