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CITY A.M.'S **CRYPTO INSIDER**

returned yesterday from Plovdiv, Bulgaria where I was attending the second anniversary of Cardano (ticker ADA) in the time-warped Soviet Era setting of the Agrarian University. Inspired by the quote 'A society grows great when old men plant trees whose shade they know they shall never sit in' there was a symbolic planting of Ginkgo and Sequoia trees perhaps to reinforce the point that the Cardano project is immense and complex being built using formal methods to ensure longevity, scalability and adaptive usability - a process that takes time.

It also suggests that my friend Charles Hoskinson founder of IOHK the company charged with actually building Cardano) sees that once full decentralisation is achieved that he will not be sitting in its shade. Meanwhile he is very much hands on and involved using the occasion to make two significant announcements firstly that the 'Shelley' testnet was live and the critical pathfinder to the Cardano main-net Launch. Secondly, announced a project partnership with sports apparel manufacturer New Balance ('NB') heralding the first consumer-focused deployment of the Cardano blockchain. IOHK are collaborating with NB, who continue to fiercely protect their brand and products, on an authentication pilot project. This is a consumer level verification solution which will allow purchasers to confirm the authenticity of footwear on the distributed ledger.

Looking at the market crypto has had a pretty awful week with as much as 15% being wiped off Bitcoin (BTC) and at the time of writing is down 18% from last week at US\$8.052.33; Ethereum (ETH) is at US\$172.95; Ripple (XRP) is at US\$0.2567; Binance (BNB) is at US\$15.38 and Cardano (ADA) is at US\$0.03851. Overall Market Cap is down 19.5% at US\$215.23bn (data source: www.CryptoCompare.com)

Whilst I was away Blockchain Live took place at Olympia where the Atlas City team successfully opened the Catalyst network to developers - now available through the early access programme - that will enable the adoption of scalable, secure and private decentralised computing and data storage systems where first generation blockchains have previously failed. The network will be open to millions of .Net users who will be able to use the platform to build scalable decentralised. software solutions. Marking Catalyst's soft-launch, the team demo'd an alternative scenario showing how differently Twitter would operate if run on Catalyst, and also highlighted the blockchain-powered solution to plastic bottle recycling - Reward4Waste - that Atlas City has been working on with CryptoCycle.

Breaking news today is that DSX, the professional cryptocurrency exchange, will be the only UK based, FCA registered platform offering investors the chance to buy Telegram's Gram tokens when they go on

Finally, I'm very pleased to confirm that Crypto AM Daily will debut on the shares page of City AM next Monday, 7th October. This is being done in partnership with the exchange Bequant (see below) who will share their data and a summary extract of their Crypto & Coffee

Crypto A.M. shines

cater for institutional and professional traders.

The DNA of the group is a blend of traditional

financial market experience, with time-tested

prime brokerage, custody and exchange is a

exploring digital assets as an alternative asset

trend among the institutional traders in

technology - combined, one stop shop offer of

unique model that would cater to the growing

The team is made up of seasoned financial

markets professionals with years of experience

in sales & trading, as well as technology based

roles, and more importantly with a passion for blockchain and digital assets. The

The DNA of the group is

a blend of traditional

financial market

experience, with time-

tested technology

its Spotlight on

Bequant

to electronic screen execution. The rate of

advances and by the 1980's, the technology

was advanced enough to see banks introduce

prime brokerage. The full suite offering was a

prime brokerage remains a lucrative model. In

digital assets market, the evolution rate has

trading has been embraced on a global scale.

together with high retail participation resulted

Given the large number of trading venues,

in a very fragmented market, with arbitrage

opportunities that have not been seen in

For George Zarya, who cut his teeth on

emerging market prime brokerage and

electronic trading desk, this presented a

golden opportunity to use his experience

together with passion for blockchain and

traditional markets for years.

revolutionary undertaking and to this day

neen even faster and secondary market

evolution was dictated by technological

day, similarly, it took financial markets

decades to move away from pit trading

t's been 17 years since British born Inventor and Computer programmer Nick Pelling coined the word "Gamification". Published on the website for his Consulting firm Conundra, focused in helping manufacturers evolve their electronic devices into entertainment platforms, he proclaimed that Moore's law will bring a forthcoming era where every device will become a game.

While we are not quite yet getting rewarded by our refrigerators for keeping our fridge stocked - we have seen this concept evolve drastically over the last decade, where we are interacting daily with businesses who have gami fied the customer experience.

Think about it. Your heading to a con ference, perhaps one of the big Blockchain ones in Malta, and you need booking.com for your hotel because you you further discounts and a free breakadded perksl. You need to pay, for it - so obviously you use your BA American express card, which keeps you earning Avios points to keep you in the Executive gold club, - not only offering a status - but also making your journeys more bareable in first class lounges worldwide.

In just one transaction you have already been drawn into making three choices, each giving you benefits for playing their game - the game of loyalty.



to book a hotel. You choose have just earned genius Level 2 - giving fast - You're an SPG Titanium Elite member - so you choose their hotel for

By creating tiers and systems to collect more points just like in a game of Fifa 20, brands around the world keep you attention. As time progressed these brands kept evolving these games by offering social rewards, and badges as your points grew, so you could feel the instant gratification of unlocking an achievement with a

Yet Gamification is not just limited to lovalty programmes - it has been very successful in producing all forms of powerful behaviours which can benefit businesses. For example content creation. In 2009 - foursquare was taking over the mobile space, encouraging peo-

professional, high-touch approach, is

another important differentiator and

something that Bequant group takes very

clients are assigned a sales trader to assist

the client along the way, be that during the KYC/AML process or the fine tuning of trading

data connectivity delivered via FIX or API, to

When dealing with professional money

managers, it is not all about trading and PnL,

more advanced solutions such as

collocation.

seriously. Unlike other crypto trading venues,



Phill Snelling

ple are checking' in all everywhere they the day was focused why sports betting go in return for little social badges based on how often they frequent the

Tripadvisor wanted to grow their community of reviews... what did they do? They utilised the social gratification of the LIKE facebook made popular, and tied that with social badges, resulting in hundreds of thousands of wannabe travel writers and photographers posting review after, filling their servers with original content giving them top Billion dollars in unused airmiles and spot on all search engine results for every restaurant and hotel in the world -

and access to a massive new audience. Even games are including gamification techniques to prolong users attention. In fact at the Next IGaming Conference in Malta - a large chunk of

of cryptocurrency trading, it is not just the security of funds but also of digital assets. As

custody solution is offered on a hosted state

part of Bequant offering, the Safequant

of the art data centres across Europe,

provides system resilience and enhanced

components. Ín addition to that, the group i

currently undergoing regulatory approval

with the Malta Financial Services Authority

(MFSA). The MFSA remains at the forefront o

regulation when it comes to crypto.

Bridging the gap in infrastructure is

physical and cyber security for all of our

and casino use gamification technique to keep and increase retention and increase profits!

So where does blockchain and crypto come into this? Well, Gamification is possibly one of the most natural fits for this technology both as a use case AND as a driver for further adoption. It provides Trust, transparency and

The loyalty industry is big - a \$48 points are sitting in US loyalty programs today. While everyone is part of a scheme, 1 in 10 people never check their points. and 1 in 3 check their points ever few months. Most just assume their points grow. Right?

But did you know 72% of all loyalty

happening much quicker than many

thought. The launch of Bakkt physically

settled futures is a testament to the growing

appetite for the new asset class. Even though

the market remains a mystery to many, there

is a clear interest in the non-correlated aspec

to it, the tech and professional minds put

the digital asset class into the next stage -

For further information please visit

together made things easy for evolution of

off-game digital wallet so their digital wealth wouldn't live and die with the popularity of a game.
Fed up of World of Warcraft? No prob-

ally hold these currencies in their own

lem - exchange your WoW bolivar for Fortnite's vbucks and boom - your digital asset pile is no longer dead but alive and kicking. Such a small change could result in a sudden increase from 36 milion wallet holders (may 2019) to 2.5 BIL LION wallet holders worldwide or 1 in 3 persons in the world - so how would that be for mass adoption?



This is the exact plan we have at Ouizando, where we will be using a traditional in game token during our first 12 - 18 months, but converting that token with a blockchain utility token which can be stored in one's own digital wallet giving them the option to take control of their in game assets

door to helping individuals understand the big move to moving their traditional assets into this space.

How? Well there are over 2.5 Billion Wesley Fllul, Founder & CFO of Ouizando in persons worldwide already using digital conversation with James Bowater. Further information visit These currencies are the precursor to https://www.quizando.com.LinkedIn the crypto currencies we know today.

around the world are actively utilizing OPINIONS PROVIDED BY CITY A.M.'S CRYPTO INSIDER AND IN THE CRYPTO A.M. SECTION digital currencies to buy and selling SHOULD NOT BE TAKEN AS INVESTMENT OR ence being the currency is stuck in the FINANCIAL ADVICE. ALWAYS CONSULT WITH YOUR FINANCIAL ADVISOR

Moore's law will bring a forthcoming era where every device will become a game

We believe this is quick and easy backand trade in crypto before they make

and what's more reclaim these tokens Fortnite V-bucks we have 1 in 3 persons IMPORTANT INFORMATION: THE VIEWS AND

CRYPTOCOMPARE MARKET VIEW

Bakkt 'Physically settled' Bitcoin Futures Launch

ollowing a prolonged build-up, the Bakkt Bitcoin Futures trading platform finally went live last week Initial fervour around the new venue was however dampened by a slow start to trading. Its physically backed futures product saw just five contracts traded in its first hour, 71 in its first day and 165 in total across its first week of trading.

It's also been a slow start for Binance's new US exchange, which opened for trading last Tuesday. At the time of writing, it's BTC/USD and USDT pairs are collectively trading under \$750k in daily volume. It has been noted from previous examples that crypto trading platforms typically take some time to gain adoption.

In the markets, a major sell-off event saw BTC/USDT trade 20% down on Tuesday. The asset broke its \$10k support at the week's open to trade at a low of \$7,696 on Thursday. A weak recovery to its current \$7995 price suggests the low will be retested this week. ETH/USDT also suffered a major sell-off, falling 26% on Tuesday. It has made a stronger recovery than BTC, however, currently trading 12% up from its low at \$168. Altcoins responded well to the week's volatility, with several coins making major gains in BTC terms This week's winners include MDA (up 62%), LOOM (up 54%) and RCN (up 38%). BTC dominance is currently a

This week eyes will be on whether BTC can climb back above \$9k to retest previous support as resistance, or whether it revisits areas of support unseen since its rapid ascent to June's yearly high. Traders will also be watching whether ETH/BTC can make a higher high to maintain its upwards trajectory

CRYPTO A.M. INDUSTRY VOICES

Rise of the Quantum Internet

wrote a year ago that collaboration between Quantum and Blockchain was needed. Progress whilst not widespread, is getting there. We're starting to see that same uptick across the whole ecosystem or "Quantum Internet" or as I'd put it, the "Avengers Endgame" of Marshal McLuhan's "Global Village" (who amongst the technerati is oft credited as the inventor of the "Internet").

So what is "Quantum Internet"? Most agree that it's a huge space, that at the furthest end (because it's infrastructure) has quantum computing, quantum sensing, quantum imaging. And at the near end (so to be fixed/adopted first as they're the building blocks for the infrastructure to work) has quantum-resistant cryptography (/QRC), quantum random number generation (/QRNG), quantum key distribution (/QKD), quantum repeaters involving quantum-entangle or quantum-teleport them, described as 'spooky' by Albert Einstein who couldn't

believe it. Many also agree it's a huge space due to the market sizes involved, according to numbers from Inside Quantum Technology, a US-based industry analysis firm, the market for OKD alone will reach \$140 million by 2020.

But the roadmap of how we'll get there, is still open to debate. Emile Armour-Heselton of the United Nations' specialist ICT agency International Telecommunication Union (ITU) explains that "we have seen an influx of leading companies/universities joining ITU as members to develop international standards for QKD and QRNG, in collaboration with ITU Member States.

These will be key to the deployment of quantum information technologies and their interoperability". If I had to place a bet on it all, having seen the same developments in cybersecurity but this time from a more bottom up approach, and with so much more pace and impact. I'd say QRC, QKD & QRNG.

To complete my AC/DC electricity analogy from last year, by combining the competing technologies of the Quantum Internet and today's classical Internet, we will get the "Luke Skywalker" of the internet. Stephanie Wehner, David Elkouss

and Ronald Hanson said in their recent 'Quantum Internet: A vision for the road ahead' that "a quantum internet will - in synergy with the 'classical' internet that we have today - connect quantum infor mation processors in order to achieve unparalleled capabilities that are prov ably impossible by using only classical information." "UK's National Dark Fibre

Infrastructure Service demonstrated run ning a 5G QKD secure network in Bristol in September. Next stages involve inte grating this technology into ground and satellite systems." said Andrew Collins from the UK's Quantum Technology Enterprise Centre, part of the UK's Quantum Communications Hub. Also, in the EU, 10 countries agreed to plan (ir the next year) the deployment of an EU quantum communication infrastructure over the next 10 years. Leveraging existing fibre networks across countries and satellites for longer distances. In the past 2 years, Chinese & Austrian scientists have increased satellite-to-earth QKD by 40 times for their Micius satellite, which was the first to make an unhackable call (using QKD) between the 2 countries.

The Quantum Internet is also already mainstreamed, in a way that I don't remember Cybersecurity (which was pro gressive beyond its time) when at this stage in its development. We're already featuring Quantum Internet companies on my own cybersecurity comparison website for small and medium business es, ProtectBox. The Hudson Institute's Quantum Alliance Initiative has also released The Executive's Guide to Quantum Computing and Quantum secure Cybersecurity.

With history often repeating itself, as was once said of the internet that it'd grow in "dog years not human years" so too will the Quantum Internet. Add to that what (quanterati's grand-father) Professor Jonathan P. Dowling said way back in 2003. We're not that far away.

Miss Kiran Bhagotra, CEO/Founder, ProtectBox (multi award-winning cybersecurity comparison website/marketplace for small



programs have been the subject of loyal-

ty fraud. From hackers gaining access

to users accounts draining points,

Employees & partners of loyalty pro-

grams siphoning off points actually due

to clients or simply individuals finding

loopholes in lovalty offers - this is cost-

This is why companies such Qiibee,

Lovval, and Incent, are working hard at

implementing blockchain solutions

which make this fraud easy to trace.

using the features various layers on

A blockchain solution for gamified

lovalty will not only allow these organi-

sations to save millions in loyalty fraud,

but it will safe guard them from losing

an estimated 1 in 4 clients who say they

smart contracts and tokens allow.

ing the industry millions yearly.

TRANSPARENCY CREATES TRUST, NOT TECHNOLOGY

Jon Walsh, Associate Partner Blockchain Rookies

the platform of trust. But why do we need a technology to return trust to money, supply chains, identity

If you speak to most people today. they will talk about their lack of trust in everything from news broadcasters to the institution democracy. One of the major reasons that trust is so low is that across both the public and private sector, there is far too much opacity. Organisations fear transparency not iust for valid commercial reasons, but pecause it may open them up to probing questions that will make them uncomfortable. In some cases, it might expose them to potential prosecution. People and organisations who are

sailing very close to the wind on some of their business practices will attempt to operate under the cloak of darkness. even if Blockchain is foisted upon them. Remember that with Blockchain you can only track the data that is onchain, and anything that isn't can still be hidden. Equally, just because it has been written immutably onto a blockchain, doesn't make it true

would stop doing business with an

organisation if they were the subject

But Gamification can do a lot more

try - as it can help with mass adoption.

From Second Life's Linden Dollars to

skins, players, weapons etc - only differ-

Just think how the adoption of crypto

would grow if these players could actu

for the blockchain and crypto indus-

currency in games.

How would you feel if in your job you a-living? Quarterly earning calls can

particularly probing journalists or vestors on the line. Blockchain's value proposition of using transparency to shine

occasionally get heated if there's

'disinfecting sunlight" upon organisations and ecosystems simply disappears if those organisations took the brave decision to be fully transparent and open to critique. If that would be to happen en masse, it will make the whole Blockchain industry redundant.

The problem is, transparency is rarely

Get in touch with us: info@blockchainrookies.com/Twitter

NVESTMENT IN



lockchain is often referred to as

are now fully transparent and accountable? Every receipt and lunch appointment paid for by your business can be scrutinised by the company's shareholders? Anyone can see and decide if you are delivering value for money in your role - or are just nicking-

@iaetblockchain

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