

Mauritius: A Rising Crypto Hub on the Global Stage

Cryptoverse Summit:
15th May 2024, Intercontinental Hotel, BalACLava



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Objectives of WAKANDA 4.0 MAGAZINE

Wakanda 4.0 Magazine stands as Mauritius' pioneering Cryptoverse publication, offering a comprehensive glimpse into the latest regional developments. This platform aims to foster collaboration among industry operators by providing insightful articles, advertisements, interviews, and valuable information to fuel the sector's growth. In a region where many may be unaware of neighboring opportunities, products, and services within the Cryptoverse industry, the magazine serves as a vital resource, allowing operators to connect with potential collaborators for enhanced synergies.

The Magazine is distributed virtually to our Web3 community across several countries in Africa, Middle East, Asia and Indian Ocean.

The Blockchain, Crypto and Metaverse International players are all invited to publish their articles and advertising contents in our online magazine for more visibility. We are expecting to reach more readers worldwide in a couple of years. On the other hand, we encourage Virtual Assets Service Providers (VASPs), Promotional Agencies, Private Companies, Compliance & Management, Blockchain Development Companies and Law Firms from within Africa, Middle East and the remaining parts of the world to position themselves as the leading service providers in these regions.



Unveiling the Future: Exploring the Cryptoverse Summit in Mauritius

The Cryptoverse Summit in Mauritius emerges as a beacon of innovation in the heart of the Indian Ocean and Africa, drawing together visionaries, technologists, and investors from around the globe. Against the backdrop of the island's stunning landscapes, this summit promises to unravel the latest trends and advancements in the ever-expanding realms of cryptocurrency and blockchain technology.

Unveiling the Cryptoverse Summit:

- ▶ **Location and Atmosphere:** Set against the picturesque backdrop of Mauritius, the summit offers a unique blend of business and leisure, fostering networking opportunities amidst serene surroundings.
- ▶ **Key Themes:** From regulatory frameworks for VASPs, Tokenization of Real World Assets, Accounting of Virtual Assets and Crypto Compliance for Banks to the future of blockchain technology, the summit explores a myriad of topics shaping the cryptoverse landscape.

Date and Venue: 15th May 2024 at the Intercontinental Hotel, Balaclava

The Rise of Mauritius as a Fintech (Crypto) Hub:

- ▶ **Regulatory Environment:** Mauritius has emerged as a crypto-friendly jurisdiction, with progressive regulations conducive to blockchain innovation and investment.
- ▶ **Attracting Investment:** The island's strategic location, coupled with its supportive regulatory framework, has positioned Mauritius as an attractive destination for cryptocurrency players and investors alike.

Spotlight on Key Speakers and Panels:

- ▶ **Industry Leaders:** Esteemed figures from the cryptocurrency and blockchain space share their insights and expertise, providing attendees with invaluable perspectives on the future of the industry.
- ▶ **Panel Discussions:** Engaging panel discussions delve into pressing topics such as Bitcoin ETF, Crypto Compliance, Accounting Standards for Virtual Assets and regulatory challenges, offering a holistic view of the cryptoverse ecosystem.

Networking Opportunities and Collaborations:

- ▶ **Forge Connections:** The summit serves as a melting pot for industry professionals, offering unparalleled networking opportunities to forge new partnerships and collaborations.
- ▶ **Investors:** From budding startups to established enterprises, the summit fosters an environment conducive to innovation, paving the way for groundbreaking developments in the cryptoverse.

Conclusion:

The Cryptoverse Summit in Mauritius encapsulates the spirit of innovation and collaboration that defines the cryptocurrency and blockchain landscape. As attendees depart with newfound knowledge and connections, they carry with them the seeds of transformation, poised to shape the future of the cryptoverse.

Closing Thoughts:

As the sun sets on the shores of Mauritius, the Cryptoverse Summit stands as a testament to the boundless potential of cryptocurrency and blockchain technology, igniting a beacon of hope for a promising, digital and dynamic future.

Benito Elisa, Founder & CEO
WAKANDA 4.0





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For the past decade, Warwyck Group has catered to a sophisticated clientele with innovative financial and private banking services. Characterised by a flexible and adaptable structure, the Group prioritises swift responsiveness and personalised service, ensuring a tailored approach to meet the unique needs of its clients.

Aligned with its vision and commitment to humbly contribute to making Mauritius a secure financial jurisdiction, the Group, through Warwyck Phoenix VCC (WVCC), embarked on a significant venture in 2021 with the launch of its digital asset fund.

Building on this momentum, in 2023, both Warwyck Private Bank Ltd (WPBL) and Warwyck Phoenix Securities Ltd (WPSL) were respectively granted the Class "R" Virtual Asset Custodian Licence and the Class "M" Virtual Asset Broker-Dealer Licence by the Financial Services Commission Mauritius.

WPBL holds the distinction of being the first bank in Mauritius to receive the Virtual Asset Custodian licence, a notable achievement that sets the Group apart in the financial industry. This unique proposition enables the Group to offer access to both traditional and cryptocurrency markets through a single account, streamlining the investment process for individuals and institutions. This seamless integration provides unparalleled convenience and efficiency, further solidifying the Group's position as an innovative leader.

These milestones underscore the Group's proactive approach in embracing emerging opportunities by providing cutting-edge solutions and personalised experiences tailored to meet the evolving needs of its clientele.





PwC Legal

An independent law firm

How would you describe the crypto landscape in Mauritius?

A Haven of Compliance and Innovation

Mauritius, an island nation in the Indian Ocean, is often celebrated for its stunning beaches and lush landscapes. However, in recent years, it has also emerged as a forward-thinking hub in the world of financial technology, particularly within the cryptocurrency sector. The country's proactive approach to regulation and compliance, especially with the Financial Action Task Force (FATF) recommendations, has positioned it as a beacon of trust and security in the crypto space.

Could you run us through the regulatory framework and Compliance?

Mauritius certainly offers a secured jurisdiction for crypto businesses and investors.

The Island has been vigilant in establishing a regulatory framework that fosters innovation while ensuring robust anti-money laundering (AML) and combating the financing of terrorism (CFT) measures. The country's commitment to adhering to international standards is evident in its compliance with the FATF recommendations, which are the global gold standard for AML and CFT practices. By aligning its policies with these recommendations, Mauritius provides a secure environment for crypto businesses and investors, who can operate with confidence in the integrity of the local market.

How are digital assets classified?

The FSC distinguishes between virtual assets, virtual tokens, and security tokens, based on their characteristics and functions. Virtual assets are digital representations of value that can be used for payment or investment purposes, but are not fiat currencies, securities, or other financial assets. Virtual tokens are cryptographically secured digital representations of a set of rights, including smart contracts, issued or to be issued by an issuer of initial token offerings. Security tokens are digital representations of securities as defined in the Securities Act.

And more specifically what is the current Virtual Assets ecosystem like?

The crypto framework in Mauritius covers various aspects of crypto activities, such as licensing, supervision, anti-money laundering. The main legislation, the Virtual Asset and Initial Token Offerings Services (VAITOS) Act caters for 5 classes of Virtual Asset Service Provider Licences, namely:

- Virtual Asset Broker-Dealer;
- Virtual Asset Wallet Services;
- Virtual Asset Custodian;
- Virtual Asset Advisory Services;
- Virtual Asset Market Place.

It also provides for a comprehensive framework for Initial Token Offerings.

The VAITOS is supported and supplemented by several guidance notes and rules to provide a full fledged workable crypto ecosphere.

The guidance notes address some salient usage of the blockchain such as the:

- Tokenisation of Securities,
- Categorisation of NTFs etc,

and key rules include the Travel rule.

The Travel Rule requires Virtual Asset Service Providers (VASPs) to obtain and transmit originator and beneficiary information for virtual asset transfers, enhancing the traceability and transparency of such transactions. By implementing the Travel Rule, Mauritius has aligned itself with the European Union, which has also established a regulatory framework for VASPs and the Travel Rule.

By adopting the Travel Rule, Mauritius has demonstrated its leadership and responsibility in the global fight against financial crime and its support for the FATF's efforts to improve the implementation of its standards on virtual assets and VASPs. Mauritius has also enhanced its reputation as a credible and innovative financial center that fosters compliance and cooperation.

Could you tell us a bit about PwC Legal (Mauritius)

With pleasure.

PwC Legal (Mauritius) operates as an independent law firm while also being a part of the expansive PwC Global Legal Business Solutions Network and the broader PwC Global Network, which covers more than 151 countries. This affiliation enables the firm to leverage a wide range of expertise across different competencies, ensuring comprehensive service delivery that meets the multifaceted needs of VASPs.

Services for VASPs

The firm's services are particularly tailored to address the complex demands of VASPs, which often require a blend of legal, regulatory, and technical guidance. For instance, PwC Legal (Mauritius) offers assistance in the preparation of interoperability reports mandated by the Financial Services Commission (FSC). These reports are critical for VASPs as they must outline the potential risks associated with the use of third-party software and systems.

Interdisciplinary Expertise – the drawing up of the interoperability report

The creation of such reports necessitates not only a deep understanding of the legal and regulatory landscape governing virtual assets but also a certain level of technical knowledge. PwC Legal (Mauritius), being in a multidisciplinary network, is equipped to handle these requirements due to its interdisciplinary approach, combining legal acumen with technical insights to produce thorough and compliant interoperability reports for its clients.

By integrating legal proficiency with technical know-how which we have access to, PwC Legal (Mauritius) stands out as a firm capable of addressing the nuanced and evolving challenges faced by VASPs in the current regulatory environment.

PwC and the Stellar Development Foundation

We wish to also highlight that the network is being more and more present in the area of crypto.

By way of example, PwC and the Stellar Development Foundation (SDF) are collaborating to bring Stellar blockchain-enabled solutions to PwC's enterprise network and Stellar's ecosystem companies. The co-selling joint business relationship (JBR) leverages PwC's scale and expertise and SDF's grant funding and technical support to help clients build on the Stellar network.

The offer includes asset tokenization, cross-border payments, on and off-ramps, and smart contracts, which can power opportunities across industries such as banking, consumer markets, energy, and health services. The offer aims to create equitable access to the global financial system with blockchain technology, while also addressing the environmental impact and financial inclusion challenges of the sector.

Any ending note?

Mauritius stands out as a jurisdiction that has embraced the potential of cryptocurrencies and blockchain technology. Its compliance with FATF recommendations reassures stakeholders of its dedication to transparency and security. As the crypto landscape continues to evolve, Mauritius is well-positioned to adapt and thrive, offering a compelling destination for crypto businesses and investors seeking a harmonious balance between innovation and regulation. The future looks bright for this island nation as it continues to chart a course as a leading crypto hub in the global financial ecosystem.



Ashveen Gopee
Partner Managing Director Barrister-at-Law
PwC Legal (Mauritius) Ltd



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SWITZERLAND GLOBAL ENTERPRISE

enabling new business

The Swiss Business Hub Southern Africa (SBHSA) is the Pretoria-based representative of the official international trade and investment promotion agency Switzerland Global Enterprise (S-GE). Part of the Embassy of Switzerland in Pretoria, it is responsible for implementing Swiss export strategies in Southern and Eastern Africa. A significant part of the efforts of the SBHSA is dedicated to supporting Swiss companies in accessing substantial infrastructure projects across sub-Saharan Africa. This initiative is crucial for the development of both Swiss businesses and African infrastructure.

Since 2019, the SBHSA has taken an ecosystem approach towards fostering innovation and collaboration in blockchain technology across borders, notably through its partnership with Mauritius and the Economic Development Board (EDB) of Mauritius. This collaborative effort was highlighted in the “Building Blockchain Bridges – Connecting Continental Fintech Hubs” event organized by the Embassy of Switzerland in 2019 in Port Louis, Mauritius, which brought together 150 participants from government, business, and academia. The event showcased the SBHSA’s commitment to stimulating conversation and cooperation among a diverse array of stakeholders within the fintech ecosystem, demonstrating the vast potential for groundbreaking partnerships across different sectors.

In 2023, the SBHSA furthered its mission to bolster fintech ecosystems and promote cross-border collaboration by co-organizing the “Fintech Synergies Across Borders – South Africa, Mauritius, Switzerland” event with the Fintech Association of South Africa (FINASA), Visa Sub-Saharan Africa, and the Economic Development Board of Mauritius. As part of the broader “Switzerland Connects” series, which has since been replicated in Kenya, this initiative aimed to illuminate the expansive opportunities available to Swiss fintech companies in South Africa and Mauritius. It provided a platform for key stakeholders in the fintech sectors of Switzerland, South Africa, and Mauritius to engage in dialogue, fostering international expansion, knowledge sharing, and the formation of potential partnerships. Through these strategic initiatives, the SBHSA continues to significantly contribute to the promotion of innovation and collaborative engagement across fintech ecosystems, solidifying Switzerland’s status as a central hub of fintech innovation.



KEY FIGURES



Source: CV VC Top 50 Report 2022

BLOCKCHAIN HUB SWITZERLAND

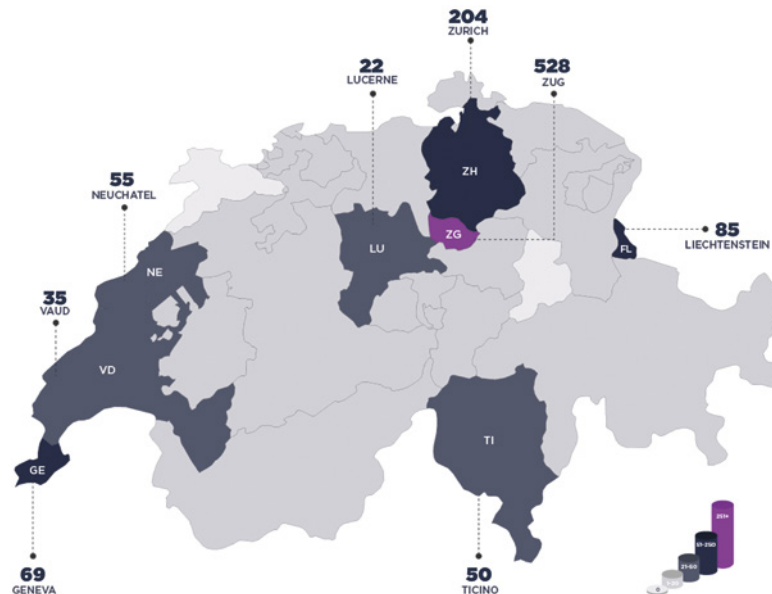
AT A GLANCE

Its rich heritage of financial security, strong privacy laws and a pragmatic regulatory approach have made Switzerland a vibrant hub for the blockchain and distributed ledger technology (DLT) behind crypto assets. The country both fosters innovation and offers a reliable regulatory framework. Initiated in the city of Zug, “Crypto Valley” has established a worldwide reputation as a catalyst for new blockchain business ventures, with early movers such as Ethereum and Bitcoin Suisse paving the way. Meanwhile, Crypto Valley has spread far beyond the borders of Zug, now comprising leading blockchain ecosystems in Zurich, Geneva, Neuchâtel, Ticino, Basel, Vaud, Lucerne, and Bern.

In 2021, the new DLT Framework came into force, giving Switzerland one of the world’s most forward-looking legislation by creating space for innovative projects and entirely new business models in the digital and decentralized world.

Crypto Valley Companies by Region

Number of startups per canton. The darker the color, the more companies are registered.



Source: CV VC Top 50 Report 2021

THE ADVANTAGES OF SWITZERLAND

1. Legal Certainty

The Swiss authorities take a **bottom-up and technology-neutral approach** to emerging technologies such as DLT. Step by step, the Swiss government has been integrating new technologies into existing legislation to ensure **legal certainty** early on. With the new DLT Framework coming into force in August 2021, Switzerland became one of the first countries in the world to deliver **advanced regulatory solutions** and specific amendments for fintech, blockchain, and DLT.

A brief history:

- Swiss authorities began to remove barriers to entry for fintech back in 2016, introducing a **sandbox** regime in 2017.
- In 2018, the Swiss Financial Market Supervisory Authority FINMA became the **first regulator in the world to publish clear guidelines** on ICOs and classifications for tokens. Later that year, the Geneva cantonal authorities released the very first guide dedicated to supporting ICO project promoters.
- Since the beginning of 2019, it has been possible to obtain a **fintech license**, allowing public deposits of up to 100 million Swiss francs to be accepted. This simplifies blockchain and crypto companies' access to the Swiss market.
- In 2019, FINMA granted banking licenses to Swiss-based SEBA and Sygnum, making them the **world's first crypto banks**.
- In 2021, **SIX Digital Exchange (SDX)**, was authorized by the Swiss Financial Market Supervisory Authority – FINMA – to commence operations. This authorization enabled SDX to go live with the **world's first regulated, fully integrated digital trading, settlement, and custody infrastructure for digital assets**.

- In 2021, the new **DLT Framework** came into force. Among other things, this legislation:
 - **introduces security rights** registered on a blockchain thus improving the conditions for companies using blockchain in Switzerland,
 - increases **legal certainty** in the event of bankruptcy through segregation of crypto assets,
 - creates a **new license category** for DLT/blockchain-based trading systems within the framework of financial market supervision,
 - and provides a proportionate response to the risks identified in **money laundering** and terrorist financing.

2. Trust and Integrity

The Federal Council attaches great importance to preserving the integrity and **strong reputation** of the Swiss financial center. The new DLT Framework ensures that the same rules apply to cryptocurrencies as to real monetary assets, also in combating money laundering.

Why Switzerland

- Historically, Switzerland prides itself on a high level of trust, legal certainty, and a **well-developed privacy culture**. These characteristics originate not only from the Swiss banking tradition, but also from factors such as direct democracy, reliable institutions, and effective checks and balances.
- Switzerland has been implementing pioneering anti-money laundering standards. Its federal **Anti-Money Laundering Act** applies to financial intermediary activities involving crypto assets. It governs the combating of money laundering and ensures the exercise of due diligence in the conduct of financial transactions. A Swiss financial intermediary that holds or helps to transfer cryptocurrencies for third parties is subject to the same obligations as if the currency used were fiat money.
- Switzerland is actively involved in international work on the taxation of cryptoassets (taxation, automatic exchange of information). The Federal Tax Administration regularly publishes information on Swiss practice in this area.



“We had a good feeling about Switzerland right from the start. In addition to its long history of national sovereignty, neutrality and professional excellence, it has been a pleasure to work with forward-thinking regulators and other partners who are passionately committed to making the crypto-nation vision a reality.”

HANY RASHWAN
CEO 21Shares

BUSINESS-FRIENDLY REGULATOR

The financial regulator, FINMA (www.finma.ch), is in close exchange with the industry to understand technological innovations and its impact on the crypto and blockchain world. It supervises the implementation of financial market regulation by financial intermediaries. It also holds regular roundtables with the industry and actively engages in a dialogue to facilitate business.

Since 2019, it has published, among other things, a practical guide for authorization enquiries and a position statement on stable coins. The legal certainty provided by the country's pragmatic regulations also enabled it to grant a banking license to financial service providers specializing in DLT/blockchain in 2019, and to approve the first Swiss crypto fund in 2021.

3. Highly Developed Ecosystem











Innovation-friendly framework conditions and the legal certainty provided by the authorities have allowed the emergence of a unique and globally connected ecosystem. Early movers, such as the **Ethereum Foundation** who settled in Zug in 2014, were likewise decisive and attracted many more companies to the so-called 'Crypto Valley'. Other regions in Switzerland soon contributed to this development. Nowadays, Crypto Valley stretches from Zurich via Zug to Ticino, and from Geneva all the way to Liechtenstein.

Why Switzerland

- What sets Switzerland apart is the vibrant **support ecosystem** blockchain companies can benefit from. When foreign companies settle in a new country, they often underestimate the significance of **reliable partners with in-depth know-how** of the subject matter. Besides universities, venture capital firms, and various solution providers focusing on blockchain, many Swiss law firms now offer specialized support.
- Switzerland offers both a collaborative network and legal certainty for introducing blockchain-based applications across industries. International tech companies such as **Facebook, Microsoft, Disney Research, Magic Leap**, and others do their research out of Switzerland, which provides the ecosystem with access to highly-skilled talent and state-of-the-art innovations.
- Home to leading international organizations and to the world's most advanced blockchain ecosystem, Switzerland is the logical choice for industry bodies involved in **shaping the future of blockchain**. These include the Swiss Blockchain Federation (SBF) in Bern, the Capital Markets and Technology Association (CMTA) and the Global Blockchain Business Council (GBBC) in Geneva, the Crypto Valley Association (CVA) in Zug, as well as the Ticino Blockchain Technologies Association (TBTA) in Lugano.

The Top Universities for Blockchain

Ranking of 230 global schools by CoinDesk 2021

| Country | School | Ranking |
|--|---|---------|
|  Singapore | National University of Singapore | 1 |
|  Australia | Royal Melbourne Institute of Technology | 2 |
|  USA | University of California Berkeley | 3 |
|  Switzerland | University of Zurich | 4 |
|  USA | Massachusetts Institute of Technology | 5 |
|  Hong Kong | Hong Kong Polytechnic University | 6 |
|  United Kingdom | University College London | 7 |
|  China | Tsinghua University | 8 |
|  Hong Kong | Chinese University of Hong Kong | 9 |
|  Switzerland | ETH Zurich | 10 |

Source: CoinDesk, 2021

4. Talent is Available

Switzerland is renowned for its **highly skilled and international** workforce (ranked first in INSEAD Global Talent Competitiveness Index for many years). Companies can draw on a large pool of talent and profit from proximity to renowned research institutes.

Why Switzerland

- The two federal science and technology institutions in Lausanne and Zurich (**EPFL and ETH Zurich**) have been recognized as **global leaders in crypto education** (Coinbase, 2019).
- The **Center for Digital Trust (C4DT)** in Lausanne combines EPFL's renowned expertise in cybersecurity, sensitive data protection as well as blockchain and smart-contracting technology with the capabilities of 12 institutional and industrial partners.
- The **first university blockchain professorship** in the world was created at the University of Basel in 2018.
- The **University of Zurich** was ranked as **fourth best blockchain university** by industry magazine CoinDesk in 2021. Its Blockchain Center was founded in 2017 and is led by more than 20 professors who investigate blockchain topics from a multidisciplinary perspective.
- Around 20 higher education establishments in all language areas of Switzerland offer courses on blockchain and technology, creating a steady influx of blockchain-savvy talent into the workforce. The **University of Basel** was an early adopter, with 500 students enrolled at bachelor's, master's, and PhD level.
- The Lucerne University of Applied Sciences and Arts joined forces with the University College London, the Frankfurt School of Finance and Management, the International Institute of Information Technology in Hyderabad, the Politecnico Di Milano and the National University of Singapore to create the **DEC Institute in Rotkreuz**. Its focus is on blockchain research and education.
- The blockchain-enabled platform Tether and the City of Lugano together offer up to 500 scholarships for students interested in the topic.
- The LexTech Institute of the University of Neuchâtel conducts legal research on new technologies, particularly around the global regulation of Smart Contracts and DAOs.

Case Studies

- The digital asset provider **21Shares** evaluated over 25 jurisdictions before opening its global headquarters in Switzerland due to the beneficial regulatory conditions. In 2018, it pioneered the world's first cryptocurrency index listing on the SIX Swiss Exchange. 21Shares is registered in **Zug** and has recently opened a large office in downtown **Zurich** with over 100 employees.
- The blockchain public ledger platform **Hedera Hashgraph** with headquarters in Texas, USA, wants to ramp up the worldwide launch of its network out of Switzerland. Hedera has established the Swiss Hashgraph Association in the Greater Zurich Area, in **Pfäffikon**, and earmarked US\$16.3 million worth of grant funding. Its purpose is the delivery of a global Hashgraph Innovation Program in a strategic partnership with the Swiss Digital Assets Institute (SDAI), a professional training and education company.
- The **Basel**-based pharma multinational **Novartis** has set up its **PharmaLedger project** to explore potential applications of blockchain technology in the medical industry. The first application is to provide patients with electronic medical leaflets. PharmaLedger was initiated under the EU's Horizon Europe program and has close to 30 member organizations.
- In recent years, the administration of the **City of Lugano** has implemented blockchain-based solutions including the "**LVGA**" **payment token** to support local SMEs and the non-profit **3Achain** blockchain infrastructure. In March 2022, it launched "**Lugano's Plan B**" in collaboration with stable coin leader Tether (USDT).
- In 2019, **Provenance Proof** was proud to announce the very first blockchain-based platform that aims to unveil the journey of every gemstone from rough to finished to the industry. In the same year later, Provenance Proof was established as an independent subsidiary under the House of Gubelin in the canton of **Lucerne** to serve as a neutral party providing the third-party confirmed transparency within the gems and jewelry industry.
- A vivid and committed ecosystem has been growing in the canton of **Neuchâtel** since 2014, particularly aiming at fostering solutions for the industry while relying on the canton's core manufacturing capabilities in the production of reliable products. Some flagship companies include **NYM Technologies** (a blockchain allowing real privacy on Internet networks), **Origyn** (NFTs solutions for the authentication of luxury products, watchmaking and art), or **Dfinity** with its operational headquarters in Neuchâtel.
- **Wecan Group** is a blockchain company based in **Geneva** with strong international growth. A leader in decentralized network to enhance regulatory processes, the company has more than 100 clients, among them renowned financial institutions, private banks, and external asset managers.

CONTACTS AND FURTHER INFORMATION

Authorities and Regulators

[State Secretariat for International Finance SIF](#)
[www.sif.admin.ch](#)
> [Blockchain / DLT](#)

[Swiss Financial Market Supervisory Authority FINMA](#)
[Fintech Desk](#)
[www.finma.ch](#)

Associations and Networks

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Innovation and Startup Promotion

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Publications and Tools
[CV Maps](#)
[\(Overview of ecosystem\)](#)

[CV VC Top 50 Report 2021](#)

[Digital Token Generations in the Canton of Geneva/ DLT](#)
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BANQUE DELUBAC & CIE

EXPERTS ET INDÉPENDANTS

A crypto-friendly bank that supports Web3 businesses

As the world of finance evolves at a breakneck pace, the French bank Delubac & Cie stands out for its century-old stability and visionary approach, blending traditional banking (TradFi) with decentralized finance (DeFi). True to its commitment to support businesses and their leaders, the bank has enriched its service offering to individuals, companies, and institutional clients by integrating crypto-assets, adapting to the new dynamics of the financial market.

The evolution of a centenary bank at the heart of the blockchain revolution

Delubac & Cie Bank distinguishes itself as a financial institution rooted in innovation and entrepreneurial spirit. Since its foundation in 1924, it has continuously evolved to meet the needs of entrepreneurs, offering an extended range of services: corporate banking, restructuring banking, investment banking, asset management, private banking and property administrators' banking.

Today, it maintains its closeness and personalization of services by fully embracing the digital era. With a managing partner who is mining since 2011 and teams specialized in Web3, the family-owned financial institution embodies the essence of a bank resolutely turned towards the future. The acquisition of the DASP (Digital Asset Service Providers) status by the AMF (French regulator) in 2022 attests to its commitment to providing secure and regulated access to crypto-assets, thus consolidating its position as a leader in supporting digital sector businesses.

A 360° offering for disruptive businesses

The independent bank stands out for its tailor-made support covering both the entrepreneurial trajectory of companies, the wealth management of leaders, and investment opportunities in crypto-assets. It combines strategic advice and financial solutions to support companies at every stage of their development, while ensuring the security and growth of the personal wealth of leaders. Concurrently, the crypto-friendly bank paves the way in the innovative sector of crypto-assets, offering its expertise and infrastructure to invest confidently in this booming sector.

A simple and secure crypto-asset investment platform

In 2024, it will launch its crypto-asset buying, selling, and custody platform for individuals, companies, and institutional clients. A real solution to the major concerns raised by the current crypto ecosystem: facilitated access to crypto-asset investments through security that combines the robustness of banking systems with blockchain technology, compliance with current regulations, a simple-to-understand interface, and dedicated expert support. To protect investors from the frequent scams and hacking in the digital asset space, Delubac & Cie Bank offers a rigorous selection of crypto assets within its platform, thus ensuring security and quality of investments.



DEPUIS 1924

BANQUE DELUBAC & CIE

EXPERTS ET INDÉPENDANTS

Monetary fund tokenization

The independent french bank, always at the forefront of financial innovation, has a project for the tokenization of monetary funds. This process involves converting shares of a monetary fund into tokens on a blockchain. The advantages of tokenization over traditional finance are the undeniable and inherent traceability of the blockchain, the reduction of intermediaries, delays, and consequently costs.

A Crypto-Friendly Bank Committed to Web3

An active player in Web3, Delubac & Cie Bank is fully invested in advancing this ecosystem. A member of the ADAN (Association for the Development of Digital Assets) board and Finance Innovation, it actively participates in the development of industry standards for digital assets. It is also a partner of the cube3 incubatees and shapes the future of blockchain by participating in the educational programs of the Blockchain Business School.

The bank extends its influence beyond academic and institutional circles by immersing itself in places where innovation comes to life. Through its participation in major international events, it stays close to technological advancements and emerging trends. Each encounter with the visionaries of Web3, fintechs, and startups enriches its strategy and refines its offering, ensuring solutions adapted to the challenges of tomorrow.

Delubac Corporate and Association Banking at the Cryptoverse Summit

In this vein, Delubac Corporate Banking will, of course, be present at the Crypto Summit on May 15, 2024, at the Intercontinental Hotel in Balaclava, Mauritius. An opportunity to meet their expert crypto teams, create partnerships, and forge direct links with key players in the sector. Claim your ticket today to join crypto industry leaders and experts !

Disclaimer / This article does not constitute investment advice – The value of crypto assets can vary very widely and quickly. Don't invest more than you can afford to lose.

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DEBUNKING THE FATF ROADMAP TO CLOSE THE GAPS IN THE VIRTUAL ASSET GLOBAL REGULATION

Since the FATF strengthened its Standards to address virtual assets and virtual asset services providers, let us now assess the situation and draw a global state of the art for their implementation.

In June 2023, with the latest FATF publication on implementation for Recommendation 15 on virtual assets and virtual asset service providers, the update showed that jurisdictions worldwide continue to have difficulties implementing the fundamental requirements of this Recommendation 15 with 75% of jurisdictions that are either only partially compliant or non-compliant with the related FATF requirements.

To recall the primary objectives of R.15 and its Interpretative Note, they are to establish binding measures for countries and VASPs, create a level playing field across the virtual asset ecosystem, and enhance transparency. This encompasses the risk-based approach to VA activities, supervision of VASPs for AML/CFT purposes, licensing or registration, preventive measures like customer due diligence, recordkeeping, suspicious transaction reporting, sanctions, enforcement measures and international cooperation.

It is also about implementing the Travel Rule, a key FATF requirement to protect this ecosystem against AML/CFT/PF rising risks. More than half of the jurisdictions that responded to the 2023 FATF Survey had still not taken this into account and not any measure aimed at implementing the Travel rule.

This is a major concern as the risks associated with transferring virtual assets continue to increase in line with increased worldwide trading activity of crypto assets. The lack of full implementation of regulation for virtual assets and virtual asset services providers create significant gaps so that criminals can exploit them.

In line with the FATF's roadmap to improve R.15 compliance, jurisdictions should continue efforts to provide information, expertise-sharing and technical assistance. In all cases, jurisdictions should begin by assessing their risks, which serves as a necessary foundation for an effective risk-based regulation approach and supervision.

Recent developments in on-chain analysis tools, the so-called OAT, and their interoperability should help solidify a robust and consistent response for the evolving framework of requirements as per above R15.3, 6, 7 and 9.

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Given the urgent need to close the gaps in global worldwide regulation, the FATF has agreed on this as a roadmap to accelerate the implementation of the pivotal Recommendation 15. This includes support measures to countries, including training, awareness raising and outreach, sharing of relevant laws, risk assessments and mutual advice and evaluations. The institution will continue to raise awareness and support the scalability of jurisdictions' capacity to implement Recommendation 15 and regulate the virtual assets sector.

In the first half of 2024, the FATF will publish a guideline that shows the steps that FATF member jurisdictions and other participating jurisdictions have taken to implement recommendation 15. The financial authority recognizes that the regulated financial and non-financial sectors have made some progress to comply with the requirements of the Standards. It is important to ensure that all players are at an appropriate risk identification level and put adequate mitigation measures in place. The risk-supporting tools that will take part of the risk framework in response to a robust risk-based approach will have to respect the travel rule requirements and interoperability, on- and off-chain.

To this end, RegSharp has conducted research on the ability of On-chain Analysis Tools, the OAT, to meet the needs of model identification, monitoring and interoperability in order to meet the R.15 requirements of the FATF, guaranteeing the best execution mode. The guide is available @Cabinet de conseil Regsharp | Accueil on request, helping the VASP in shaping their compliance.

Cabinet de conseil Regsharp | Accueil is liaising with the Mauritius financial ecosystem and regional stakeholders to pave the way for a greater transformation of the financial services industry, always combining the objectives of better governance with sharper compliance. RegSharp can help obliged entities to stick to the regulatory roadmap.

RegSharp accompanies Web3 startups with complete support on legal compliance, from the initial ideation stage to deployment scaling, with a structured European partners network so as to respond on any layer of a strong dynamic compliance program.

RegSharp will continue to work with the Global interconnected network and private sector to monitor the fast-evolving risks environment, and to share approaches and challenges for all stakeholders.

RegSharp has secured the ETH, sponsorship package at the next Wakanda 4.0 next Cryptosummit on May the 15th 2024, co-branded with Banque Delubac & Cie : particuliers et entreprises | Delubac at the Intercontinental Hotel in BalACLava, Mauritius. An extraordinary opportunity to meet!



Frank Manoukian
Chief of Staff
REGSHARP



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Compliance as Catalyst: How Bitazza Empowers Innovation

Blockchain technology has, from inception, generated friction between incumbent institutions, regulatory bodies, and technological maximalists. The core promise of blockchain — trustless user sovereignty over data or value — presents new, highly disruptive opportunities for innovation while simultaneously challenging systems and processes relied upon by regulatory bodies to protect consumers, users, and business from bad actors.

The rapid expansion of the blockchain industry has seen regulatory bodies clash with blockchain and cryptocurrency enterprises, establishing a paradigm that has historically inhibited adoption and innovation. Blockchain offers a myriad of immediately apparent use cases, empowering stakeholders of all sizes — from retail investors, to Web3 users, and small business, to large enterprises and global organizations.

The dialogue between blockchain enterprises and regulators, however, has matured significantly over the last half-decade, laying the foundation for a new global paradigm in which blockchain technology, cryptocurrencies, and Web3 become an integral part of commerce, data management, value storage and transfer, and everyday life.

Bitazza eagerly embraces its role within Mauritius' burgeoning fintech revolution. With a steadfast commitment to innovation and compliance, Bitazza is poised to play a pivotal role in shaping the future of financial technology on the island. By fostering collaborative relationships with regulators and stakeholders, Bitazza aims to introduce cutting-edge blockchain solutions that not only adhere to local regulations but also empower individuals and businesses with the transformative potential of Web3 technologies. As Mauritius emerges as a hub for fintech innovation, Bitazza stands ready to contribute its expertise, resources, and vision to drive economic empowerment and foster a more inclusive and sustainable financial ecosystem for all Mauritians.

In Thailand, regulatory compliance stands as a cornerstone for driving blockchain adoption. At Bitazza, we've operated with a regulatory-complaint framework from day one — working closely with regulatory authorities to create new processes through which regulators and innovators can work together to create new value offerings that enhance and reinforce extant systems.

As blockchain and Web3 become a greater part of our everyday lives, the need for robust, compliant solutions that align with regulatory demands has become paramount. At Bitazza, we've established a multifaceted ecosystem driven at its heart by the Bitazza Thailand platform.

The Bitazza ecosystem consists of a broad spectrum of services and products, each of which align with our core goal — to facilitate blockchain and Web3 adoption across the world in a safe, easy-to-use, and regulatory compliant manner. Today, Bitazza ecosystem users can invest in or trade digital assets, use blockchain-based identity features to participate in decentralized governance, engage or do business with anyone in the world through cryptocurrency and NFT tools, or even use products such as the Freedom Card to unlock their spending power almost anywhere on the planet.

This globe-spanning ecosystem, however, did not spontaneously appear in a vacuum. Bitazza, as it exists today, grew from a small seed, which was the Bitazza Thailand platform — nurtured by close relationships with regulators and a people-first mentality designed to empower everyday users.

The experience Bitazza has gained through navigating Thailand’s rapidly-evolving regulatory landscape over the last half-decade has allowed Bitazza to develop a modular, user-and-compliance oriented strategy that facilitates the deployment of Web3 and blockchain products at scale, attracting both users and investors to the Bitazza ecosystem,

Beyond Borders: Establishing Compliant Blockchain Businesses Worldwide

Bitazza’s modular approach in developing, deploying, and aligning blockchain-based value offerings to new markets highlights the siloed nature of global blockchain regulation and adoption. Products and Web3 services that are regulatory compliant in Thailand, for example, may not align with regulatory requirements in jurisdictions such as Mauritius or Sri Lanka.

While disparate jurisdictions may operate with different regulatory requirements, the core problems solved by Web3 products and services — for users — are virtually identical. A small business owner in Thailand can access the same blockchain-powered benefits delivered by cryptocurrency payments or NFT loyalty and promotion tools as a small business owner in Mauritius, while both can easily understand the value blockchain technology adoption offers.

Navigating regulatory landscapes in order to place innovative technologies in the hands of users, business owners, and enterprises is a fundamental goal of the Bitazza ecosystem. By establishing regulatory compliant localized products and services, Bitazza is able to then connect growing Web3 and blockchain economies to the global Bitazza ecosystem — while remaining regulatory compliant.

Gaining access to compliant, regulated blockchain and Web3 services provides users and businesses with trustless transparency and accountability, benefiting stakeholders, enhancing market stability, and accelerating the global adoption of blockchain technology.

Web3 Empowerment: Transforming Fintech Accessibility

Bitazza’s ecosystem extends far beyond the realm of digital asset trading and management — in order to foster global adoption and empower everyday users and businesses alike, Bitazza is developing ready-to-use fintech products that address a wide range of financial needs.

By providing pre-built solutions that facilitate the near-instant integration of blockchain technology and cryptocurrency features, companies and businesses of all sizes can streamline adoption and empower users to harness the full potential of blockchain technology without the need for extensive technical expertise or regulatory concern.

Ready-to-deploy fintech and crypto payment products exemplify the democratization of finance, providing individuals and businesses with access to tools and services that were once exclusive to traditional financial institutions. Deploying these solutions through locally-compliant regulatory-sensitive entities ensures participation in the global Web3 ecosystem.

Bitazza aims to establish a new paradigm in Web3 and blockchain that not only provides users, businesses, and companies with the tools to access the global Web3 and blockchain market, but also educates and empowers them while delivering peace of mind that regulators take an active role in the design, development, and deployment process.

Building a Better Web3 Future With Bitazza

By fusing Web3 technologies and principles of good governance, Bitazza represents a transformative force in unlocking access and opportunities for businesses in emerging economies.

By working hand-in-hand with regulators, Bitazza is embarking on a global journey that will see solutions for small business owners, communities, SME, and global enterprise adopted, used, and improved, fundamentally altering how we as people approach economic empowerment.

From navigating regulatory complexities to pioneering innovative solutions, businesses around the world are spearheading efforts to democratize access to financial tools and services. Bitazza aims to serve as a beacon of responsible innovation, showcasing how compliance can be a catalyst for growth and trust in burgeoning markets.

As we look towards the future, it's apparent that the convergence of Web3 technologies and good governance has the potential to reshape economic landscapes and empower individuals at every level. By embracing innovation, collaboration, regulation, and a commitment to inclusivity, we can chart a course towards a more equitable and sustainable future powered by Web3.





Moderating the Metaverse:

How Mauritius is seeking to tap into its potential, while avoiding its pitfalls

Mauritius has been taking firm strides towards innovation in financial services, and the Financial Services Commission ('FSC') has been a key body in facilitating this significant transition from traditional finance to emerging technologies.

Under the FSC's clear guidance, Mauritius created the Custodian Services (Digital Assets) Licence in 2019, thus becoming the first jurisdiction in the world to offer a dedicated regulatory landscape for the safekeeping of digital assets. Between 2020 and 2022, various guidance notes, guidelines and licences were issued in Mauritius, leading to the pioneering Virtual Assets and Initial Token Offerings Act 2021 (VAITOS), promulgated in February 2022, which provides a comprehensive legislative framework relating to the creation, storage, and trading of virtual assets.

FSC consultation: Reflecting on how the Metaverse links with the payments system

Again leading the way in terms of regulating the digital space, in November 2023, the FSC announced that it is considering an integration of the Metaverse into its payments ecosystem to optimally position the country to reap the positive rewards of digitisation.

What is the Metaverse?

According to the FSC, the Metaverse describes what many expect to be the next significant paradigm for how citizens will use digital technologies and networks to interact, collaborate and have various kinds of virtual experiences. The Metaverse, often referred to as a virtual realm of infinite possibilities, represents a convergence of virtual reality, augmented reality and the internet, respectively.

The non-banking financial services regulator elaborated its stance in a 22-pager consultation paper that detailed potential use cases and flaws associated with the Metaverse. The consultation paper notes: 'Complex financial models can be visualised in 3D, enabling better understanding and decision-making, while investment dealers, advisers and portfolio managers can effectively immerse themselves in realistic simulations, helping them to anticipate market movements and make informed choices.' Taking a balanced view, the FSC's paper also pointed out potential risks such as digital asset vulnerabilities, cybersecurity risks, server outages, content moderation, and false information.

In order to orchestrate a planned integration that best suits the needs of businesses in Mauritius, the FSC used the paper to launch a month-long public consultation. The FSC urged stakeholders and academics to contribute to the discussions through seven key questions, ranging from the immediate impact of the Metaverse on the financial services sector to the potential barriers in the way of extending financial services in the Metaverse. After industry stakeholders submit their responses, which was expected by 30 November, the FSC expects to establish a multidisciplinary working group to spearhead this lofty ambition of being counted among a handful of countries in the world that have tried to harness the potential of the Metaverse.

Looking to the world to regulate the Metaverse, while promoting its growth

Indeed, the FSC pointed to key initiatives rolled out by South Korea, China, the UK, the European Commission, Dubai, and Indonesia. Ultimately, well-defined regulatory frameworks are vital for a Metaverse ecosystem to thrive, and several initiatives are currently underway across the globe to regulate and promote its growth.

In December 2023, South Korea's Ministry of Science and ICT announced the approval of the Metaverse Promotion Act, which provides a regulatory framework and support for companies operating in this innovative digital space. In September 2023, China outlined a three-year plan to develop and foster the domestic Metaverse industry. Earlier, in July 2023, the European Commission launched an initiative to drive competition in European enterprise-grade Metaverse services. In March 2023, the Financial Conduct Authority of the UK partnered with the EmTech Research Hub to publish a paper on its website that analyses the opportunities and risks that the Metaverse can present to financial markets. In the same month, Indonesia made a significant move towards becoming a major player in the global Metaverse industry with the launch of its Indonesia Metaverse Collaboration Initiative, together with the Mobile World Congress 2023 in Barcelona. In February 2023, Dubai defined the rules for trading virtual assets and operating in the Metaverse, including explaining how to lend/borrow and remit virtual assets — as well as fines for some violations. In addition, other key jurisdictions such as Saudi Arabia, Bahrain, and Qatar have also established regulations to boost the investment and use of Web3 as part of their digital economic transformation programmes.

From the above it is clear that governments are moving in different ways to establish standards around the Metaverse to strategically boost their economies. Therefore, the Metaverse will develop differently in different countries.

How MINDEX sees Metaverse regulations shaping up

At MINDEX, we propose as a first stage that, rather than regulating the Metaverse itself, it would be more practical to regulate the assets moving within the Metaverse. For instance, given the prevalence of the Metaverse in a gaming context, a simple example could be that of the popular immersive gaming experience offered by Fortnite, where in-store purchases are possible only with the use of their own gaming currency, V-bucks. It has been pointed out time and again that V-bucks are susceptible to abuse for fraud and money laundering purposes by cybercriminals, hence Fortnite's creator, Epic Games, should implement a robust transaction monitoring system and a case investigation team to help detect and report instances of illegal activity to law enforcement. Indeed, a 2013 report for the United Nations Office on Drugs and Crime revealed that online games were becoming increasingly popular venues for criminals to "clean" their money through "the opening of numerous different accounts on various online games to move money."

We would argue then that such regulation cannot be left at the doorstep of Epic Games itself, but it is the duty of regulators in different jurisdictions to arrive at the relevant rules that would allow them to monitor how V-bucks are flowing through the Fortnite Metaverse and to exercise judicious due diligence in case of suspicious transactions of high value amounts passing through the system.

For that first stage mentioned above, the Mauritian legislative framework is existing and can be accordingly applied to Metaverse players without delay. V-buck like assets are arguably cryptocurrencies, the first issuance of which could be regulated as an Initial Token Offerings ('ITO') and thereafter traded and stored as a virtual assets.

Recent regulations that can inform the Metaverse: Watch and learn

It is undeniable that more and more countries internationally are putting comprehensive legislative frameworks to regulate the space, namely quite a few in Africa. Further MiCA, the European Union regulatory framework, which came into force in June 2023, will be fully applicable by 30 December 2024.

Even though most jurisdictions are currently offering grandfathering periods, these periods will reduce more and more as the space becomes more regulated. Most recently, following misinterpretation of comments from a member of the European Parliament, it was incorrectly but widely reported that the EU was set up to ban anonymous crypto wallets and self-custodial payments, creating panic in the industry. This is not the case and peer to peer transfer is still possible. What is not possible is for VASPs or CASPs to provide anonymous accounts. However, the scare shows that the rules of the game could be changed fast, forcing currently unregulated players into the regulated arena.

This trend towards increased regulation clearly sets an example that the Metaverse would do well to emulate, as it already finds itself facing an uphill path, with regulatory concerns around privacy and security dogging its footsteps. Indeed, leading data and analytics consultancy, GlobalData has released its latest report, “Metaverse – Thematic Intelligence” in November 2023, which reveals that the Metaverse faces several challenges, of which concerns with privacy and security are key. Notwithstanding these hurdles, the report posits that the Metaverse holds out tremendous potential and is expected to be worth US\$400 billion by 2030, up from US\$48 billion in 2022.

Going forward, jurisdictions that fail to regulate the Metaverse could find themselves in a double bind as they struggle to take advantage of a virtual realm that remains outside of their physical laws. With Mauritius already taking steps to integrate the Metaverse into its payments system, it is clear that the island economy is cognisant of the benefits this exciting technology holds and is looking towards finding the right regulatory framework to support its growth. Only time will tell if the financial services sector globally is indeed able to safely leverage this promising virtual land to its advantage, while effectively managing the costs, hurdles and undeniable risks.

Jessica Naga is a FinTech barrister and entrepreneur. She is the Group CEO of the Mauritian headquartered MINDEX Group of companies, which includes MINDEX Digital Custodian Limited, the first licensed Virtual Asset Service Provider of Mauritius, and MINDEX Limited, the first digital securities exchange of Mauritius. Jessica co-founded the MINDEX Group with the goal of addressing financial infrastructure deficiencies in Africa and using blockchain technology to optimise the creation, storing and trading of assets. She co-founded the Digital Partners Network Group, which provides tailored legal and other professional services to meet the demands of disruptive businesses, which focus on automation, digitalisation and blockchain technology. In 2020, Jessica was the laureate of Women In Africa 54 (WIA 54) in the digital sphere, and in 2021 and 2022, formed part of the 100 International Women in FinTech Power list of Innovate Finance, UK.



The Crypto Revolution: Unlocking the Boundless Opportunities of the Blockchain Era

The world of cryptocurrency is not just a fantasy, but a living reality that has captured our imagination. The stories of extraordinary investment achievements turning modest sums of money into unimaginable fortunes have become the stuff of legends. It's like stepping into the Alibaba cave, where bitcoins shine brighter than gold. Cryptocurrency has truly revolutionized the financial landscape, thanks to blockchain technology and the allure of cryptomania.

As the news of unprecedented returns spreads like wildfire, countries around the world have turned their attention towards cryptocurrencies. Initial Coin Offerings (ICOs) have replaced the traditional Initial Public Offerings (IPOs) as the preferred method of raising funds. The allure of the crypto waves in the ocean of wealth has enticed investors to dive in headfirst, reshaping the investment market.

One of the most remarkable consequences of blockchain technology's increasing use is the surge in cryptocurrency values. Even those who once dismissed cryptocurrencies as fraudulent have transformed their asset portfolios into digital currencies, realizing the potential and benefits they offer. This transformation has been a well-calculated move, proving that the skeptics were mistaken.

As cryptocurrencies continue to gain traction, countries are scrambling to establish regulations to keep pace with this ever-changing landscape. The challenge lies in whether these regulations can effectively govern blockchain technology and cryptocurrencies, given the rapid digitization of our economies. While the crypto market is still in its early growth stage, it holds the promise of revolutionizing the world with boundless opportunities.

With the crypto market's potential to reshape traditional investment practices, there is a pressing need to educate and sensitize traditional investors to its enormous potential.

Many traditional investors are growing curious about cryptocurrencies, but remain skeptical and apprehensive. The idea of a digital wallet filled with virtual money stored on a mobile app seems like fiction to them. However, they must awaken to the reality or risk missing out on incredible opportunities. The world is moving fast, and the crypto market is introducing new currencies, tokens, and infrastructures. Only by opening their eyes and minds can they avoid losing the golden egg-laying chicken.

In this innovative investment landscape, age and experience are no longer the sole determinants of success. Young investors have demonstrated their ability to navigate the high-risk, high-return nature of cryptocurrency investments. This new investment mechanism surpasses traditional methods by offering unique dynamics and diversification strategies while reducing reliance on intermediaries.

The cryptocurrency revolution is here to stay, unlocking boundless opportunities for those willing to embrace it. The allure of turning small investments into life-changing fortunes has captured the world's attention. As blockchain technology and cryptocurrencies continue to evolve, traditional investors must adapt and overcome their skepticism. The crypto market's rapid growth demands an open mind and a willingness to explore new frontiers. It's time to seize the moment and ride the wave of the crypto revolution!

*Tawheen Choomka
Barrister
Director of LexCorp Training Institute*



Fund Structuring and Digital Assets: Considerations and Implications

The world of finance is constantly evolving, and foundational technologies such as blockchain are changing the way in which financial services will be delivered. Due to this asset managers need to be acutely aware of the implications and changes this technology will bring. And while these technologies build on the frontiers of the financial system the ability to access them in a regulated understandable vehicle is paramount.

One such ground-breaking development is the Voyager High Yield DeFi Fund, launched in 2021. This first-of-its-kind product bridges the gap between traditional fund management and the new exciting world of blockchain based finance, offering investors a chance to participate in this new asset class.

This article explores the collaborative effort that brought the Voyager High Yield DeFi Fund from concept to reality. We will highlight the crucial role played by Lima Capital's expertise in navigating the complexities of on-chain asset management, alongside the valuable contributions of Bakari AG.

A New Financial Frontier: The Rise of Blockchain Based Finance

The traditional financial landscape is characterised by centralised systems, with governing bodies and intermediaries playing a significant role in banking, lending, and trading activities. This system has been highly successful, but it introduces inefficiencies that can lead to higher costs and forces us to use legal systems in the case of disputes. Blockchain doesn't exactly change the need for intermediaries, but it does change who the intermediaries are and how rules are enforced. Instead of dealing with legal paperwork and people, you deal with smart contracts that run on platforms like Ethereum.

These "smart" contracts are just code that the Ethereum computer runs, what you can do with these contracts varies widely but some of the most popular uses so far is the creation of asset exchanges and lending markets. These markets are governed by their smart contracts that strictly dictate what can happen within them, there is no human discretion. This certainty gives people a huge amount of confidence when it comes to using them as you know exactly what they will do in any given situation.

The Need for a Regulated On-Chain Fund

The emergence of blockchain based finance has presented massive opportunities for investors, both investing in the platforms that enable this new paradigm and leveraging the actual smart contracts that are run by them. Yet, regulation has hindered this significantly.

Full on-chain asset management is the future. And while we aren't there yet from a regulatory perspective there are several hybrid solutions that leverage many of the benefits of blockchain while being housed in traditional structures that provide many with comfort.

These represent the best blend of both. On-chain asset management comes with its own set of concerns and different risks that need to be mitigated. This is where companies like Lima Capital excel, with an innate understanding of traditional structuring and regulatory requirements they have provided asset managers like Bakari with the tools to navigate the world of on-chain asset management within a regulated framework.

In the same way that traditional investment vehicles can invest directly into businesses or engage in opportunities offered by financial intermediaries, the Voyager fund can invest directly into digital asset networks and further leverage smart contract-based services. This flexibility allows the Voyager Fund to participate in directional and non-directional opportunities.

Overcoming Challenges: The Team Behind The Voyager Fund

The Voyager High Yield DeFi Fund's success relied heavily on the expertise of several key partners. As a sub-advisor to the fund, Bakari AG brought valuable expertise to the table. Their experience in financial services was instrumental in supporting the fund's navigation of the complex blockchain landscape. Additionally, Bakari AG's role as a trading partner for the fund ensured the execution of trades in accordance with established protocols and risk management strategies.

Lima Capital LLC, a provider of comprehensive fund structuring services, played a vital role in establishing the fund. The deep understanding of the space helped navigate the operational hurdles associated with launching a hybrid fund. This included ensuring compliance with all necessary regulations and streamlining the fund's administration, from handling investor subscriptions to calculating NAV (Net Asset Value), that is fully audited by an independent auditor. By laying this secure foundation, Lima Capital's contribution was essential in bridging the gap between traditional finance and the innovative world of on-chain finance.

The Future of Finance: On-Chain Asset Management

The success of the Voyager Fund serves as a valuable case study for the future of finance. Initiatives like this not only demonstrate the potential for alternative return generation but also pave the way for innovation beyond traditional financial models. The complexities of navigating this space, however, highlight the importance of expertise and strategic partnerships.

As regulation continues to accommodate the different use cases that blockchain enables, we expect to see further adoption and use of this technology. As an asset manager one needs to be aware of the implications of it. Lima Capital is well prepared to help those interested navigate this exciting future and those who strive to be one step ahead of their competition.

For those interested in exploring the potential of blockchain and similar ventures, a comprehensive understanding and a commitment to building a secure foundation are critical. Partnering with experienced companies in fund structuring and navigating complex investment landscapes can be instrumental in achieving long-term success.



by Michael Haynes,
Managing Director
at Lima Capital LLC

communicationsC!

The importance of Communications & Branding in the Crypto, GameFi, Artificial Intelligence (AI), DeFi, NFTs and Blockchain.

In the rapidly evolving landscape of technology, the realms of Crypto, GameFi, artificial intelligence (AI), DeFi, NFTs, and Blockchain have emerged as groundbreaking sectors that are reshaping industries and revolutionizing the way we interact with digital assets. Within these innovative fields, the significance of effective communications and branding cannot be overstated. I would like to share why communication and branding play a pivotal role in the success and growth of these cutting-edge technologies.

The principles of branding & communications remains same but the tech industry requires an image which matches the values it represents. Here comes, how different branding of Tech from the traditional industry sectors, differentiates from each other. Traditional branding would go for print colors (CMYK) whilst the Tech industry go mostly for electric colors (RGB), used for Screen colors only, due to the innovation & futuristic values the industry represents. As the Tech industry does not use much of print materials, the electric colors fit perfectly the implementation which is mostly on screen in pixels.

The following are a few points of consideration in Branding & Communications about this Industry:

Importance of Communications in Tech Innovation

In the dynamic world of technology, clear and strategic communication is essential for conveying complex concepts to diverse audiences. In the realm of Crypto, GameFi, AI, DeFi, NFTs, and Blockchain, effective communication is crucial for educating users, investors, and stakeholders about the intricacies and benefits of these technologies. Clear communication and processes helps build trust, credibility, and understanding among users and fosters adoption and engagement. We should not shy away in explaining the terminologies and not assume the audience understands everything we know. This is also a type of 'inclusion' to get interested new audience to embrace this new buzzing industry.

Branding in Tech: Creating Identity and Trust

Branding plays a vital role in establishing a strong identity and reputation in the competitive tech landscape but what makes branding different in this industry is the futuristic innovative landscape, in heading with 'electric colors', irrespective of the traditional branding colors. In sectors like Crypto and Blockchain where trust is paramount, a well-defined electric-feel brand can differentiate a project or platform from competitors. A strong stand out brand identity instills confidence in users and investors, showcasing reliability, innovation, and credibility. Consistent and a more flexible playful branding across platforms and communications helps build recognition and loyalty among users. Of course, needless to say that the services/products should be credible with substance for the branding to work at its best.

The Role of Branding in GameFi

In the emerging sector of GameFi, where gaming meets decentralized finance (DeFi), the type of branding is crucial for creating immersive experiences that resonate with gamers and investors. Strong branding can set GameFi projects apart in a crowded market, attracting players and investors alike. A well-crafted brand can convey the unique value proposition of a GameFi project, driving engagement and fostering community growth. The feel is again electric with a playful youth atmosphere/environment.

Leveraging Communications for AI Advancements

Artificial intelligence (AI) is transforming industries with its ability to analyze data, automate processes, and drive innovation. Effective communication about AI technologies is essential for demystifying AI capabilities, addressing concerns about ethics and privacy, and showcasing the potential benefits across various sectors. The clear communication transcribes to educational and advocacy, to build understanding and acceptance of AI solutions among businesses and consumers.

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NFTs: Communicating Digital Ownership

Non-fungible tokens (NFTs) have revolutionized digital ownership by enabling unique digital assets to be bought, sold, and traded on blockchain networks. Communication plays a key role in educating creators, collectors, and investors about the value proposition of NFTs. Strong branding can differentiate NFT marketplaces or platforms by highlighting security features, user experience, and community engagement.

Building Trust through DeFi Communication

Decentralized finance (DeFi) offers innovative financial solutions powered by blockchain technology. Educating about the protocols, risks, rewards, and governance structures to users are key. Strong branding alongside establishes credibility in the DeFi space by emphasizing security measures, user experience, project longevity and community involvement. Building the strong brand reputation against all the unfortunately negative impact of unsuccessful projects matters a lot. Again, without a genuine product, there's no reputation.

In conclusion, effective communication strategies and strong branding are essential components for success in the dynamic fields of Crypto, GameFi, AI, DeFi, NFTs, and Blockchain. The Brand Identity Development is to be created by professionals of the industry to ensure a solid base to kick-start your project. By prioritizing clear communication to educate stakeholders about technology advancements and leveraging branding to create trust and recognition within these sectors, companies can position themselves for growth, innovation, and long-term success in the ever-evolving tech landscape.



**Cora Ng-Korimbocus, DipM FCIIm, Chartered Marketer
Passionate of Communication & Tech.**



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- **AML/CFT Independent Audits:** Precision-driven evaluations to fortify your financial integrity.
- **Regulatory Inspection Guidance:** Expert navigation through the local regulator's inspections, safeguarding your operational compliance.
- **Risk Assessment Reports:** Customized insights into business/client risks, tailored to inform and protect, along with customized customer risk assessment tools to specifically address your unique business model and associated risks.
- **Policy and Procedure Development:** Foundational strength through meticulously crafted policies and operational protocols.
- **Enhanced Due Diligence & Transaction Monitoring:** Vigilant oversight with our cutting-edge monitoring and investigative solutions, as well as EDD reports on behalf of our clients.
- **Compliance Outsourcing:** Our experts become your dedicated compliance guardians, offering peace of mind and strategic advantage.
- **Screening Services:** Comprehensive background checks and screenings to ensure that your business relationships are secure, compliant, and aligned with your corporate values and regulatory requirements.
- **AML/CFT Trainings:** Specialized training programs designed to equip your team with the knowledge and skills needed to navigate the complexities of AML/CFT regulations, fostering a culture of compliance and vigilance within your organization.

Accounting Consultancy & Secretarial Services:

- Accounting and Bookkeeping Using Specific Accounting Package: Precision, integrity, and clarity in financial management; a tailored approach to accounting that ensures accuracy and compliance.
- Administrative Excellence: From board minutes to resolutions, meticulous care in corporate governance that upholds the highest standards of professionalism and diligence.
- Preparation of Monthly Payroll: Streamlined payroll management ensuring accuracy, timeliness, and regulatory compliance for your peace of mind.
- Calculation of PAYE and Pension: Expert handling of payroll deductions and contributions, guaranteeing compliance with local laws and regulations for seamless operations.
- Preparation and Submission of Monthly VAT Return: Simplified VAT management, from accurate calculation to timely submission, optimizing your tax positions with precision.
- Drafting of Employment Contracts: Crafting comprehensive employment agreements that protect both company and employee interests, tailored to meet the unique needs of your business.
- Preparation of Board Papers: Detailed and organized preparation of board materials, facilitating informed decision-making and efficient board meetings.

Work Permit/Visa Application Facilitation:

- Global Mobility Support: Smooth, hassle-free transitions for international talent, ensuring compliance and continuity, facilitating the global movement of your workforce with expert guidance and support.
- Innovative Backoffice Solutions:
- Designated Outsourced Staffing: Custom-selected teams, integrated seamlessly into your operations.
- Automated Onboarding Solutions: State-of-the-art technology tailored to streamline and enhance your operational efficiency.

A Testament to Expertise and Experience

At the core of Complysis Ltd's distinguished service lies a team of consummate professionals, each with decades of specialized experience in their respective fields. Our ensemble is a dynamic blend of expertise, highlighted by esteemed compliance experts and respected accounting professionals, further enriched by strategic legal guidance from top-tier law practitioners. This collective wisdom not only drives our unparalleled service offerings but also ensures a proactive and insightful approach to both compliance and financial challenges. By integrating this specialized knowledge, Complysis Ltd offers more than solutions; we deliver visionary strategies that set our clients at the forefront of regulatory excellence and innovation.

Embark on Your Journey to Excellence

At Complysis Ltd, we redefine the essence of business support, extending far beyond the realm of compliance to become a foundational pillar of your business's success. Our comprehensive suite of services, encompassing compliance solutions, secretarial and accounting support, work permit and visa assistance, along with bespoke backoffice solutions, is meticulously designed to not only meet your needs but to foresee and surpass them. We provide a robust platform for building a future marked by success, operational efficiency, and unwavering integrity.

To explore how Complysis Ltd can propel your business to new heights across multiple domains, reach out to us at info@complysis.com. For personalized engagement and strategic consultation, contact our Director, Mr. Revatish Ramlochun, at revatish@complysis.com or call +230 58857006.

With Complysis at your side, you're not just prepared for the future; you're steps ahead, setting new benchmarks in business excellence.

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Rock Alliance Corporate Services Ltd: Empowering Businesses with Comprehensive Management Solutions

In an era where the complexity of global markets and the intricacy of financial regulations continue to challenge businesses, Rock Alliance Corporate Services Ltd stands out as a beacon of support and guidance. Rock Alliance has carved a niche in the management services industry, driven by a mission to empower businesses through tailored, innovative solutions that cater to their unique needs. With a steadfast commitment to integrity, expertise, and dedication, Rock Alliance is not just a service provider; it is a trusted partner committed to the financial well-being and sustainable growth of its clients.

Digital Progress in Financial Services: Streamlining Applications with Rock's Online Platform

Rock's platform represents a significant advancement in the digital transformation of financial services, offering a more accessible, transparent, and efficient pathway for company incorporation and licensing user-friendly interface. The platform simplifies the traditionally complex and bureaucratic processes, allowing businesses to complete applications quickly and efficiently. Features such as incorporation & licensing pack, direct document uploads, integrated payment systems, and immediate certificate issuance significantly reduce administrative burdens and speed up the time to market. Additionally, Rock provides dedicated support to ensure clarity and address any issues during the process.

A Suite of Specialized Services

Rock Alliance offers a comprehensive array of services designed to address the diverse needs of businesses in today's dynamic environment. These services include but not limited to:

Company formation and administration

- Licensing
- Tax and Accounting
- Compliance
- Advisory
- Bank Account opening
- Company Secretarial Activities
- Registered Office facilities
- Resident Directors
- Residence and Citizenship
- Legalization and Apostille
- Translation

Decades of Experience and Expertise

With over 30 years of experience, the Rock Group has been at the forefront of advising both local and international businesses. The team at Rock Alliance is a blend of professionals from legal, financial & accounting, compliance, and regulatory backgrounds, offering a holistic service model that is rare in the industry. This multidisciplinary approach enables Rock Alliance to provide comprehensive solutions that address the multifaceted challenges faced by businesses today.

Leadership that Drives Innovation

At the helm of Rock Alliance are visionary leaders who bring a wealth of experience and expertise:



Amit Prasanna: A Fellow Chartered Accountant at ICAEW with over 20 years of experience across various sectors. As the founder of the Rock Group, Amit has been instrumental in establishing financial services, fintech, and technology startups in Dubai and the UK, holding 15 directorships in several UK companies.



Muhammad Anas Khodabocus: An expert in fund and management services with significant experience in senior management roles within licensed activities. Anas's expertise spans across management companies, PIS, investment dealers, and funds, making him a key asset in the Rock Alliance leadership team.



Jean Maurice David Tylon: With 7 years of senior management experience in the payment industry, David's expertise in navigating complex payment networks and ensuring compliance with industry regulations is invaluable. His deep understanding of the Global Business system and regulatory compliance enhances our ability to deliver seamless corporate governance and board support services.

Global Presence, Local Expertise

Rock Group boasts a global presence, with offices in Mauritius, the United Kingdom, and the United Arab Emirates. This geographical spread enables the company to offer its clients a unique blend of global insights and local expertise, ensuring that regardless of where they operate, businesses have access to services that are tailored to their specific needs and regulatory environments.

Empowering Future Success

As businesses continue to navigate the complexities of the global market, Rock Alliance Corporate Services Ltd remains committed to providing the support, guidance, and solutions needed to thrive. With its comprehensive suite of services, experienced team, and global presence, Rock Alliance is not just a service provider; it is a partner in success, dedicated to fostering long-term growth and financial well-being for its clients and the broader economy.



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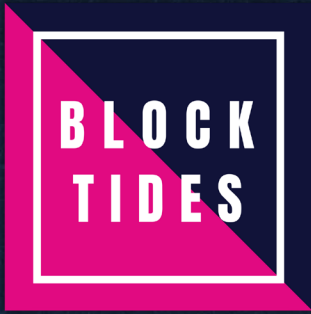
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BLOCKTIDES.COM

Block Tides is a private company with a dynamic ecosystem at the forefront of blockchain, emerging technology, and creative innovation. With a diverse range of subsidiaries, From Events, PR, and Marketing legends to an entire ecosystem, hedge fund capital, impactful programs, and strategic partnerships, we're revolutionizing industries. From education and incubation to empowering startups and the entertainment industry, Block Tides is a driving force and a wave of decentralization, creativity, inclusivity, empowerment, and sustainability.

Since its inception in 2016, Block Tides has been at the forefront of the global stage for over six years. Our creative energy extends through our affiliated partners, Block Asia Labs and Asia Token Fund, enveloping the blockchain and Web3 realms. Notably, we have garnered substantial influence within the Blockchain, Cryptocurrency, Web3, Metaverse, and DeFi spheres. Overseeing 100,000+ media publications, we boast extensive connections in both traditional Blockchain & and Crypto media landscapes. Our portfolio includes collaborations with prominent brands. Our expertise is unparalleled as a team of seasoned marketers and PR professionals deeply immersed in Blockchain Technology, Cryptocurrency, Web 3, NFT, Metaverse & and DeFi.

Our legacy of impactful communications extends beyond publications and media partnerships. We have been a driving force in shaping industry dialogues and fostering innovation with over 500 global collaborations, 100+ successful events, and strategic alliances with 300+ tech, AI, and blockchain gatherings worldwide. We are honored to have received recognition from esteemed organizations, including the Philippine Women's Commission, MYSTARTUP, Cradle, and Indonesia's Government NEXTICORN. Our educational outreach to prominent schools worldwide, focusing on women's empowerment, blockchain, and the metaverse, underscores our commitment to driving positive change in the tech landscape. Block Tides - Official Binance LIVE creator, KOL of Coinmarketcap, Founder Myrtle Anne is the Official Member of The Forbes Business Council, and Cointelegraph Innovation Circle testify to our influence and expertise. We take immense pride in facilitating funding rounds totaling \$50 million for startups and companies, leveraging Myrtle Anne Ramos' strategic sales acumen. Notably, it secured \$2.4 million in funding for a GameFi project supported by 40 prominent Venture Capitals in 2021 and was successfully acquired by a Hong Kong Technology Company on 2023. Moreover, our technological partnerships with industry leaders like Alibaba Cloud, AWS Investor Scout, and Tencent Cloud underscore our commitment to driving technological innovation and advancement.

Block Tides is committed to providing significant results and increasing conversions on a global scale. The firm's extensive range of services includes experience, strategic approach execution, and management of public relations and marketing campaigns suited to the specific needs of customers in the industries mentioned above. Block Tides has won industry awards and honors for its outstanding workmanship and track record of accomplishment.

Block Tides gets millions of impressions per day based on an audit by a globally leading digital marketing firm. This included over 2,500,000+ views per month directly on our website, along with our social media outlets which have very active communities of more than HUNDRED thousand (2,800,000+) fans on BLOCK TIDES FACEBOOK, 73,800+ followers on BLOCK TIDES INSTAGRAM and 46,000+ followers on TWITTER which from these alone already reached over 50 million social media impressions per week. (Stats as of October 2022)

A LITTLE BIT OF OUR STORY AND HISTORY

Block Tides was founded in 2016 and has been operating to serve clients globally for over 6 years. We share our creative spirit with our group partners Block Asia Labs and Asia Token Fund. We span the blockchain and web3 sectors and have an especially influential reputation in the Blockchain, Cryptocurrency, Web3, Metaverse, and Defi space. Supervised 100,000+ Media Publications. We are connected with both traditional Blockchain & Crypto media. We've worked with big brands in the area, including The Face magazine Vietnam, the #1 TV show in Vietnam Talk Show (Blockchain Innovation Tour) We are a team of well-experienced marketers and PR heavily involved in Blockchain Technology, Cryptocurrency, Web 3, NFT, Metaverse & Defi.

Our teams are experienced, knowledgeable, and passionate about our specialty areas, and always deliver strategic, results-driven launches and campaigns for our clients. Our media relationships and networks are unparalleled which makes us a great partner for clients wanting to build their brand globally, especially in Asia or further afield.

Block Tides successfully over 100+ successful Fintech and Blockchain summits in Asia, serving more than 500+ Blockchain, Web3, Crypto companies, and projects both local and international. Our team successfully raised more than \$50m for startups and companies.

OUR NETWORK

Block Tides is part of the Asia Token Fund Group - Asia's leading #Blockchain & #Crypto media, with over 1 million subscribers providing news, education, events, and the latest updates about Blockchain, Crypto, Defi, NFT, Metaverse, Web3 | Block Asia Labs - Web3 Solutions.

AsiaTokenFund is a leading blockchain & cryptocurrency media in Southeast Asia founded in 2016 formerly known as Block Asia. We are an advisor & accelerator for FinTech & Blockchain companies specifically focusing on growth through community, PR, media & marketing.

AsiaTokenFund Groups also invest in various projects especially in the field of media and news aggregators so as to better contribute timely and latest information to the community. Over the years, AsiaTokenFund Group has worked with over 50+ blockchain & Fintech projects in Advisory & accelerator roles.

AsiaTokenFund Group has run over 60+ roadshows and events and more in events partnerships.

OUR GLOBAL NETWORKS

We are proud to be partnered with an international network of market-leading public relations and marketing communications agencies that operates across 25 countries. As part of this network, we work seamlessly across borders and offer international services to our clients, ensuring global reach and massive results.

OUR COMMUNITIES

Block Tides has been an active member of several companies, communities, alliances, firms, professionals, NGOs, and academic institutions across the world.

OUR ECOSYSTEM

- Block Tides PR & Marketing • Block Tides Events • Block Tides Media - ChainConnect
- Block Tides 'ACCELER8' Ventures • Block Tides 'INITI8' Foundation
- Block Tides ELEV8 (Women & Youth Empowerment) • Block Tides INCUB8
- Block Tides DOMIN8 • Block Tides MOTIV8 • Block Tides INTERROG8
- Block Tides EDUC8 (Education) • Block Tides ILLUSTR8 • Block Tides CULTIV8
- Block Tides REJUVIN8/MEDID8 • Block Tides EDUC8 (Education)
- Block Tides DECOR8 • Block Tides 'CR8'Studio

Block Tides PR & Marketing: Our core offering, Block Tides PR & Marketing, leverages our expertise and industry knowledge to provide strategic guidance and implementation across growth hacking, sales, social media management, branding, content advisory, media distribution services, investor relations, public relations, and community management. With a focus on emerging technologies, we craft innovative campaigns that captivate audiences and propel our clients to new heights of success.

Block Tides Events: Block Tides Events is a dynamic arm of our ecosystem, dedicated to organizing impactful conferences, summits, and industry gatherings. These events serve as catalysts for collaboration, knowledge-sharing, and networking within the blockchain and emerging technology space. With our vast network and experience, we curate engaging and informative programs that bring together industry leaders, experts, and enthusiasts to drive meaningful conversations and shape the future.

Block Tides Media - ChainConnect: As part of our commitment to empowering the industry with valuable insights and thought leadership, Block Tides Media - ChainConnect provides a trusted source of news, articles, interviews, and analysis. Through this platform, we keep our audience informed about the latest trends, developments, and success stories within the blockchain and emerging technology sectors, establishing ourselves as a go-to resource for accurate and timely information.

Block Tides 'ACCELER8' Ventures: We believe in fostering innovation and supporting promising startups. Block Tides 'ACCELER8' Ventures provides funding, mentorship, and strategic guidance to early-stage companies in the blockchain and emerging technology space. By connecting entrepreneurs with experienced professionals and facilitating access to resources, we help startups thrive and scale their businesses.

Block Tides 'INITI8' Foundation: As part of our commitment to social impact, Block Tides 'INITI8' Foundation focuses on philanthropic initiatives and corporate social responsibility. Through strategic partnerships and initiatives, we support causes aligned with education, sustainability, and community development, making a positive difference in the world.

Block Tides ELEV8 (Women & Youth Empowerment): Block Tides ELEV8 is dedicated to empowering women and youth within the blockchain and emerging technology sectors. Through mentorship programs, educational initiatives, and networking opportunities, we strive to bridge the gender and generational gaps, creating an inclusive and diverse ecosystem that drives innovation and success.

Block Tides INCUB8 (Incubation): Block Tides INCUB8 provides a nurturing environment for startups, offering resources, mentorship, and infrastructure to accelerate their growth. By providing access to industry experts, investors, and collaborative spaces, we foster a supportive ecosystem where startups can thrive, innovate, and achieve their full potential.

Block Tides DOMIN8 (Esports): Recognizing the exponential growth and influence of esports, Block Tides DOMIN8 focuses on supporting and promoting esports initiatives. Through strategic partnerships, events, and community engagement, we contribute to the development of this vibrant industry, providing opportunities for gamers, teams, and enthusiasts to excel.

Block Tides MOTIV8 (Mental Health Awareness): Block Tides MOTIV8 is committed to raising awareness about mental health and promoting well-being within the blockchain and emerging technology communities. Through educational campaigns, resources, and support networks, we strive to create a supportive environment that prioritizes mental health and fosters a positive work-life balance.

Block Tides INTERROG8 (Interview Series): Block Tides INTERROG8 is an exclusive interview series that features industry thought leaders, experts, and influencers. Through in-depth conversations, we delve into their insights, experiences, and visions for the future, providing our audience with valuable perspectives and inspiration.

Block Tides EDUC8 (Education): Block Tides EDUC8 focuses on providing educational resources, workshops, and training programs to equip individuals and businesses with the knowledge and skills needed to navigate the rapidly evolving blockchain and emerging technology landscape. Through collaboration with industry experts and thought leaders, we aim to bridge the knowledge gap and empower our community with the tools for success.

Soon: EDUC8, DOMIN8, CORPOR8, MEDIT8, LEVIT8, (Customer Support) COMMUNIC8, (For the artist) ILLUSTR8, ILLUMIN8,

OUR STELLAR SERVICES

DIGITAL AND SOCIAL MEDIA MANAGEMENT

Our social media management services save brands more time while generating results. Our work shows that our company knows how to optimize your social media channels to satisfy your marketing objectives.

EVENTS MANAGEMENT

We offer engaging, fun, holistic, and sophisticated management where we manage every element of your event, from planning and venue sourcing to preparation and the event itself.

INFLUENCER MARKETING

If you're looking for a way to seize the attention of your ideal audience, you should look no further than someone who already has their ear. Influencer marketing is leveraging the reach of an existing influencer who has built a large following and strong brand reputation in a particular niche to support your brand, endorse your product, or co-create content, with the intent to increase brand awareness and drive sales.

PUBLIC RELATIONS & BRAND MESSAGING

We are here for you for blockchain PR – from the challenges you might face to the KPIs that help you measure your campaign's success. **BRANDING** Do you think your brand is gonna make it through the global arena? Our branding strategy will help you break through that glass ceiling to be one of the forefronts globally. **DIGITAL DESIGN** From Annual Reports, Brochures, Packaging, Print ads, and logo designs. We have it covered for your idea/startup.

CONTENT MARKETING

Block Tides Content marketing services will help startups and companies increase website traffic from your online marketing channels. It will help you take people from other online channels to your website. These online marketing channels may be social media, search engines, or your email marketing efforts. **MEDIA DISTRIBUTION** From creating awareness about your brand to reaching a wider audience, a press release can never prove you wrong. Your story needs to distribute effectively, only then your business will get a boost.

COMMUNITY MANAGEMENT

Your community consists of your current customers, target audiences, and all the people who interact with your brand directly and indirectly online. The real personality behind real interactions.

CAMPAIGNS & GIVEAWAYS

We know it's difficult for you to grab the attention of your followers and connect with them effectively. Our campaign honeycomb marketing strategy is a way of increasing audience engagement and growing your followers using campaign giveaways.

PRODUCT/SOFTWARE LAUNCHING EXECUTION

We offer introductions for a secured launch for your product/service. Execute with Precision. Just as in any product launch, services should be introduced with energy and fanfare on a specific day, with all the elements of the launch coming together for maximum impact.

LIVE SERIES AMA

Want to feature your project? We have an organic reach that reached 1.5M organic views and an audience.

INVESTOR RELATIONS

We've successfully raised \$50,000,000+ for more than 50+ Blockchain and Technology startups and companies. Our investor relations team leverages both traditional communication and social media strategies, as well as strong financial and media relationships to create new avenues for public companies to communicate their investment stories, define their value propositions, and secure new opportunities.

WEB DESIGN & SEARCH ENGINE SERVICES

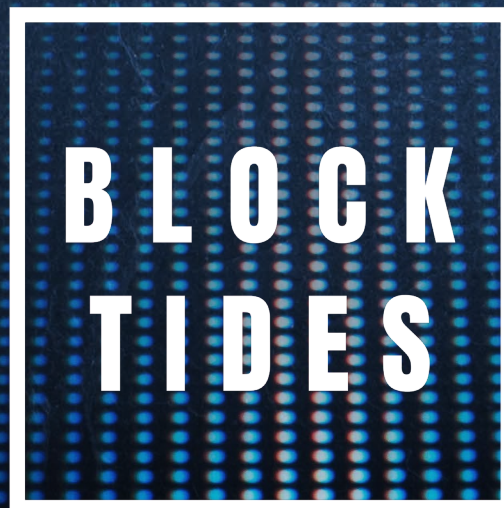
All companies need effective websites to get the most success from social media advertising. So we build top-quality websites that will keep your visitors from UX and UI drives our web building process. Get found on search engines like Google, Bing, and Amazon for relevant searches with our SEO services. More clicks, leads, and sales through higher rankings.

WHITEPAPER

Our founder is one of the partners of EC Council and used her connections to bridge top-notch whitepaper content writers and incorporate it with our professional white paper writing service to boost your credibility, position yourself as a thought leader, and boost lead generation.

APP DEVELOPMENT

Our app development services cover end-to-end development of mobile apps, from business analysis and UI/UX design to mobile application testing and deployment or online market publication.



An initiative of

WAKANDA

DIGITAL TRANSFORMATION FACILITATOR



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