



THE RABBIT HOLE *presents*

Beginner Blockchain Day LA

10:00 AM	Welcome, What's Ahead Jan Young, Co-Founder ProtoTopian Tech	Michelson Hall, Rm 101
10:15 AM	Blockchain, Emerging Technologies, & The Future Raghu Bala, CEO, netObjex	Michelson Hall, Rm 101
10:45 AM	Blockchain Basics Rohan Hall, CEO, Vottun USA	Michelson Hall, Rm 101
11:15 AM	How Blockchain Works Preethi Kasireddy, CEO, TruStory	Michelson Hall, Rm 101
11:45 AM	Join Us at Rabbit Hole – Vezt App Lunch Ann Willmott, Founder Rabbit Hole	Michelson Hall, Rm 101
Noon-1PM	Lunch Demo Tables – <i>Check out how companies are using Blockchain</i>	Michelson Hall Lobby
1:00 PM	Blockchain at Work Moderator: Ann Willmott, Founder Rabbit Hole Panelists: Saritta Hines, CEO TrustaBit; Tanjilla Islam, CEO TradeFlo; Fabrice Cheng, Lead Engineer Spring Labs; Kurt Wedgwood, IBM Blockchain Lead North America – Retail, Consumer Products, Travel & Transportation	Michelson Hall, Rm 101
1:45 PM	Blockchain, Community & Social Impact Moderator: Danette Wallace, Blockchain Consultant Panelists: Mark Jeffrey, CEO Guardian Circle; Preethi Kasireddy, TruStory; Daisy Ozim, Resilient Wellness, Mollie Zechlin, Cryptography Research Engineer Spring Labs	Michelson Hall, Rm 101
2:30 – 4:45PM	Rotating Sessions: <i>(DETAILS - NEXT PAGE)</i>	Michelson Hall Rooms 101 & 102
4:45 PM	Fireside Chat with Kurt Wedgwood Moderator: Jan Young, Co-Founder Prototopian Tech	Michelson Hall, Rm 101
5:15 PM	Thank You, Join Us Jan Young, Co-Founder ProtoTopian Tech	Michelson Hall, Rm 101

ROTATING SESSIONS - DETAIL

Michelson Hall Room 101 Sessions:

- 2:30 PM **Supply Chain & Blockchain**
Moderator: Greg Skerry, Solutions Architect Altoros
Panelists: Tanjilla Islam, CEO TradeFlo; Sasha Ternent, CEO Blooprint; David Padula, Supply Chain Consultant
- 3:15 PM **Entertainment & Blockchain**
Moderator: Jill Carrigan, Co-Founder Prototopian Tech
Panelists: June Chu, CEO Nutopia; Steve Stewart, Co-Founder Vezt; Tram Vo, Founder DREAM
- 4:00 PM **IoT & Blockchain**
Moderator: Dr Gowri Sankar Ramachandran, USC CCI Research Associate
Panelists: Raghu Bala, CEO netObjex; Hazel Mann, Zetta Advisory; Tram Vo, Co-Founder MOBI

Michelson Hall Room 102 Sessions:

- 2:30 PM **How Does Cryptocurrency Work?**
Sneh Bhat, CEO Monarch Wallet; Najah Roberts, Founder Crypto Blockchain Plug, Charles Severson, Founder ReadySetCrypto
- 3:15 PM **An Experience With the IBM Blockchain Accelerator Program**
Come and learn about IBM's Blockchain Accelerator Program from two people who were participants.
Tanjilla Islam, CEO TradeFlo; Kurt Wedgwood, IBM Blockchain Lead North America – Retail, Consumer Products, Travel & Transportation
- 4:00 PM **Workshop: Developing Your Blockchain Business Idea**
Have an idea for a business using blockchain, but not sure where to start? Come to this workshop!
Facilitator: Adam Lopez, Rectiform

Special thanks for support from these sponsors and event partners:

- Spring Labs
- Guardian Circle
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- Monarch
- NetObjex
- ReadySetCrypto
- Rhovit
- TruStory
- USC Viterbi School of Engineering
- Vezt
- Vottun
- ProtoTopian Tech
- Los Angeles Blockchain Week
- LA Blockchain Lab
- Black Women in Technology
- Blockchain at USC
- Dapp Ladies
- Crypto Blockchain Plug
- HerCode Global
- Latinas in Tech
- Mayor of LA, Eric Garcetti
- MOBI
- WiStem
- Women's Society of CyberJutsu



Speaker Bios

Raghu Bala **CEO, NetObjex**

Raghu Bala is the CEO of NetObjex Inc, based in California. He is an experienced technology entrepreneur and is an alumnus of Yahoo, Infospace, PwC, and has had 3 successful startup exits. His current areas of focus include Decentralized computing, Distributed Ledgers, IoT, and Artificial Intelligence.

Mr. Bala has an MBA in Finance from the Wharton School (University of Pennsylvania), an MS in Computer Science from Rensselaer Polytechnic Institute and a BA/BS in Math and Computer Science from the State University of New York at Buffalo. He is Ex-Columbia University Adjunct Lecturer, currently tutoring MIT courses in AI and Blockchain on the GetSmarter platform. He is a published author of books on technical topics and is a frequent contributor online. Mr. Bala has spoken at several major conferences worldwide including Asian Financial Forum in Hong Kong, Global Foreign Direct Investment Conference in Sydney, Blockchain Malaysia, IoT India Congress, Google IO, and several more.

Sneh Bhatt **Co-Founder & CEO, Monarch Wallet & Token**

Monarch aims to bring the world's best crypto services to one safe, easy to use place, The Monarch Wallet. Sneh Bhatt has assisted 70+ crypto projects. He was a Systems Engineer for Johnson & Johnson and several other Fortune 500 companies. Sneh has a BS in Engineering from Drexel University.

www.monarchwallet.com

Jill Carrigan **COO, IngleDodd Media**

Jill Carrigan is a serial entrepreneur of businesses on the forefront of technology. She also serves as a Blockchain/ AR advisor, Co-Founder of Prototopian Tech, and an advisor to Rabbit Hole.

Fabrice Cheng **Lead Engineer, Spring Labs**

With over 10 years of experience as a Software Engineer and one of SpringLabs very first hires, Fabrice discovered Blockchain technology in 2016 and immediately shifted his resources towards decentralized technologies. Previously, he co-founded GoodFair Inc, a blockchain based company focus on a same day delivery fulfillment network relying on the gig economy.

June Chu **Co-Founder & CEO, Nutopia**

June Chu is an entrepreneur and founder of Nutopia.io. She was instrumental in raising \$1M for angel round from Aplus capital, a reputable venture capital fund in China. She was also a vice president of strategic planning and business development for a public advertising company called Shunya (SZ: 300612) in China. While working in Shunya, she was mainly in charge of cross-border M&A and also early stage investment. With her PR background and connections in the blockchain industry, she organized the Global Media Blockchain Summit at UCLA in 2018. She sits on the board of the Blockchain International Media Group (BIMG), founded by Forbes China and Jinse Media, one of the top blockchain media organizations in China.

Nutopia.io is the first public blockchain solution to solve the intrinsic issues underlying the entertainment industry by fundamentally enhancing the interaction between content creators and consumers. It will create a more open, diverse and transparent industry. Nutopia 1.0 is a blockchain-powered fin-tech platform providing:

- More efficient way to raise capital for content creators;
- Safer investment environment for entertainment investors;
- Easier access for content consumers and fans to participate.



Rohan Hall**Co-Founder & CEO, Vottun USA**

Rohan Hall is a serial entrepreneur with more than 20 years of experience launching and managing technology companies. He has experience building business and technology solutions for multiple Fortune 500 organizations. Rohan's last position was Blockchain & Emerging Tech Senior Architect, at Capital Group/American Funds. He has a degree in business from National University, California.

Saritta Hines**Founder & CEO, TrustaBit**

With more than 13 years of experience in data analytics, Saritta Hines is a trusted leader at bridging strategic business initiatives with expert IT implementation. Saritta has successfully spearheaded projects in the tech world for industry leaders including Cymer, Allergan, Bank of Montreal, Novartis and Dow Agrosiences. She brings technical innovation and business teams together to transform the customer experience. Saritta is at the forefront of improving operational efficiency and testing new use cases using blockchain technology. As the head of TrustaBit, Saritta has established a key utility for businesses to streamline the delivery of products and services to customers using smart contracts.

Tanjila Islam**Founder & CEO, TradeFlo**

Tanjila Islam is the Founder & CEO of TradeFlo (www.tradeflo.io), an end-to-end blockchain international trade facilitation platform. A global trade and economic development expert, Tanjila has designed and managed trade programs for the U.S. Agency for International Development and the World Bank in emerging markets such as Afghanistan, Bangladesh, and Indonesia. She is also the Founder & CEO of TigerTrade, a B2B marketplace for international trade in emerging markets. Tanjila is an Adjunct Professor at the Fashion Institute of Technology, where she teaches courses on International Trade and Business. She is an avid global adventurer and meditator, with a deep practice in a variety of spiritual and energetic healing modalities. Tanjila has a B.A. from Columbia College, M.I.A. in International Economic Policy from Columbia University's School of International & Public Affairs, and M.A. from New York University. She speaks Arabic, Bengali, English, and Spanish.

Mark Jeffrey**Founder & CEO, Guardian Circle**

Mark Jeffrey is a serial entrepreneur and author with Harper Collins. Most recently, Mark founded the Guardian Circle \$GUARD community emergency response network. Guardian Circle was featured in: NEWSWEEK Blockchain Impact Award in 2019; FAST COMPANY 'World Changing Ideas' in 2018; Partner, XPRIZE Foundation. Mark appeared in the documentary film TRUST MACHINE in 2018, and THE RISE OF BLOCKCHAIN in 2019. He is an early pioneer of blockchain technology, having published BITCOIN EXPLAINED SIMPLY (2013) and THE CASE FOR BITCOIN (2015). His previous companies include The Palace (backed by Time Warner, Intel and SoftBank; sold to Communities.com with 10 million users), ZeroDegrees (a business social network sold to InterActiveCorp (IAC) in 2004 with 1 million users) and ThisWeekIn. He was also CTO of Mahalo / Inside.com (backed by Elon Musk, Sequoia and others). Mark also worked with Travis Kalanick (Founder: Uber) on his first company Red Swoosh.

Preethi Kasireddy**Founder & CEO, TruStory**

Preethi Kasireddy is a self-taught engineer turned entrepreneur. She was once a banker at Goldman Sachs and investor at Andreessen Horowitz. But then one day she got obsessed with coding and decided to teach herself how to code in 3 months. She was hooked and never looked back. Along the way she worked as a software engineer at Coinbase. Now she spends all her time building her company, TruStory, and doesn't code day to day anymore.

Adam Lopez**Founder, Rectiform**

Adam is a UX consultant who helps build human-focused digital services with organizations of all sizes. He is a rigorous process and systems thinker, with a compassionate lens for the human experience, and formally trained in art+design. Adam is comfortable with the uncertainty that comes with tackling blue sky projects with nascent technologies or processes, such as blockchain, algorithmic systems, and alternative or conversational interfaces.



Adam is experienced across industries from e-commerce and banking / finance to health-and-wellness and space exploration, and he is well versed in discussing design rationales and trade-offs, and optimizing for the best product within a group setting.

Hazel Mann

Principal Advisor, Zetta Advisory

Hazel has 13+ years of experience as an investment management technology industry leader in developing strategy for disruptive technologies and effectively applying new technologies that meet business needs in commercial real estate. She has an MBA in Technology Management from UCLA, and a B.S. in Real Estate Finance from USC.

At KBS Realty Advisors, a top 10 global office owner, she oversaw technology strategy and worked hands on evaluating and implementing leading proptech platforms like HighTower, VTS, CompStak, and Honest Buildings. Hazel also directed the data analysis and research to drive product marketing for \$2.2B in REIT fundraising. In 2018, Hazel started her own advisory to lead, develop, and execute leading edge technology solutions (AI, blockchain, internet of things, data science) that supported revenue generation, decrease costs, and maximize firm returns on capital for the fourth largest global private healthcare owners and private fund clients. Due to client requests, her firm is now developing a privacy-first artificial intelligence and machine learning platform that analyzes video footage to provide secure, anonymized valuable visitor insights to real estate owners.

Matt McCullough

Co-Founder & CEO, RHOVIT

Matt is a serial entrepreneur and CEO of RHOVIT, a gamified reward based digital streaming platform and Non-Fungible Token marketplace. Born and raised in New Jersey, he grew up in a real estate development family. Having a natural inclination towards designing, he began his own real estate development and investing company focused on high-end residential homes. He also had a passion for entertainment, which led to moving to New York City, where he studied acting and went on to perform in multiple plays and indie films.

In 2012 he ventured into the tech space in Los Angeles and released the first version of the RHOVIT platform. He then went on to co-found MetrMe, a reward based social media platform, in 2014. In 2016 blockchain technology caught his interest and he began designing the reimagined RHOVIT platform along with his co-founder. RHOVIT is a dual currency content platform, using hybrid technology to give both viewers and creators a seamless way to profit from content. Now with its newly released Non-Fungible Token Marketplace within the platform it is bringing blockchain games and ownership to the masses.

Daisy Ozim

President & CEO, Resilient Wellness

Daisy Ozim is the CEO and President of Resilient Wellness, a public health startup designed to reestablish cultural medicine access for marginalized communities. She is a Commissioner for the Alameda Public Health Commission and her work is centered around decolonizing philanthropy, technology and public policy. Daisy is a founding director of the Blockchain for Social Justice collective. A platform designed to promote education and access of blockchain technology and cryptocurrency for marginalized communities and is now working on statewide efforts to establish blockchain policy and education for economic development non-profits. Daisy hosts events to bring women together and educate them in order to diversify the blockchain space. She was even featured in Buzzfeed speaking up against the objectification of women in the blockchain space. She is an advocate for self-care and wellness for women experiencing burnout in the tech space and has spoken at conferences such as Tech Intersections, Youth, Tech and Health, DISCON and more.

David Padula

Supply Chain Consultant

David has over 20 years of cross industry procurement and supply chain experience ranging from Fortune 500 to tech startup environments, with a focus on digital, supply chain management, cost savings and process improvement. He was also the former global blockchain lead for Accenture's sourcing and procurement practice.



Gowri Sankar Ramachandran**Senior Associate at USC Viterbi Center for Cyber-Physical Systems and the Internet of Things (CCI)**

Dr. Gowri Sankar Ramachandran is a postdoctoral researcher at Viterbi School of Engineering, University of Southern California (USC). He is currently associated with Autonomous Networks Research Group (ANRG), Center for Cyber-Physical System and the Internet-of-Things (CCI), and the Integrated Media System Center (IMSC). His mentor is Professor Bhaskar Krishnamachari.

His research interests are focused on Internet-of-Things (IoT). In particular, he works on the design, implementation, and deployment of energy-efficient IoT applications. He has over five years of experience in middleware for the IoT with strong expertise in run-time reconfiguration and management of IoT applications across all layers of the stack. He is also specialized in low power wireless communication and was involved in the deployment of IoT applications and testbeds using technologies such as LoRa, IEEE-802.15.4e, and WiFi. Lately, Gowri is exploring blockchain technology and its application in IoT.

Najah Roberts**CEO & Founder, Crypto Blockchain Plug**

Najah is the Founder and CEO of Crypto Blockchain Plug, which is one of only three brick and mortar cryptocurrency exchanges in the United States. Najah's vision is to see Mass Adoption of cryptocurrency and blockchain technology, and she realizes that path is Education. As Crypto Blockchain Plug takes full shape, Najah is confident that her positioning in crypto and blockchain is essential to the success of the community.

A highly gifted motivational speaker, mentor, philanthropist, and author, as well as a proven leader in the Relationship Marketing Industry, Najah Roberts has made it her personal goal, through her organization, to change the world crypto by crypto, block by block, city by city, state by state, and country by country.

Charles Severson**Founder, ReadySetCrypto**

One of the largest and most well-respected YouTube channels in the Blockchain space, ReadySetCrypto focuses on education, trading analysis, and the new digital economy.

Greg Skerry**Solutions Architect, Altoros**

Greg serves as Solutions Architect for the enterprise blockchain practice at Altoros. He has helped numerous corporate and Fortune 500 clients in a range of industry verticals to design and implement permissioned blockchain systems, and trains both business leaders and developers in DLT. He is the organizer of the Hyperledger Los Angeles meetup, and has served as a member of the Hyperledger Fabric and Hyperledger Sawtooth Job Task Analysis and Item Writing team, helping to define domains, competencies and corresponding certification content essential to the role of Certified Hyperledger Fabric Administrator (CHFA) and Certified Hyperledger Sawtooth Administrator (CHSA). Greg holds a BA in economics from the University of Virginia, and graduated from the Fullstack Academy of Code software engineering program. Prior to Altoros, he has worked in international tax advisory with several Big 4 CPAs, and as a cloud systems integration manager for priority accounts at Thomson Reuters.

Altoros is a full-service consultancy, contract development, and training provider for the enterprise blockchain space, working predominantly with Hyperledger technologies.



Steve Stewart**Co-Founder & CEO, Vezt**

Steve Stewart is the CEO & Co-Founder of Vezt Inc., a music-driven tech platform giving people the ability to participate in the royalties of their favorite songs. The blockchain-based app makes it easy for artists, writers, producers, labels and publishers to monetize their IP directly from music fans.

As CEO of Steve Stewart Management, he has negotiated and secured lucrative major label record and publishing contracts on behalf of approximately 20 recording artists with companies such as Sony Music, Warner Bros. Records, Atlantic Records, Capitol Records, Disney's Hollywood Records, A&M Records, Geffen Records, Elektra Records, American Records, Maverick Records, EMI Music Publishing, Famous Music Publishing, Rondor Music, Warner Chappell Music Publishing and Universal Music Publishing.

He has held COO positions at tech startups GoYodel (retail deal bundler) and SportsBuddyz (sports video platform), and served as Head of Business Development at SURKUS, a social engagement app.

Sasha Ternent**CEO & Founder, Blooprint**

Sasha Ternent is the CEO and Founder of Blooprint, a supply chain rating and transparency company. She has been a strategic advisor with 10+ years of global branding, marketing and strategy experience, and has worked with companies such as Virgin Media, Interbrand and Gap Inc on strategic positioning, product development and international marketing. Most recently, at Gap Inc, Sasha led the deployment of global campaigns for Gap portfolio brands across 50+ international markets, including new market entries and high profile partnerships. She also led the development and deployment of new technology products in 15+ countries across 13+ different languages.

Aside from marketing and strategy experience, Sasha works with consumer product brands and technology companies on sustainable developments and initiatives. She is also the owner of the private label and merchandise t-shirt brand SUSTAINABILITEE (part of SUCO FASHION). She holds an MBA specializing in brand management from the University of Monaco, a BA in Political Science and Economics from McGill University and is also a certified investment manager.

www.sucofashion.com www.blooprint.org

Tram Vo**CCO, MOBI / Founder of DREAM**

Tram Vo is Founder and CCO of MOBI and Founder of DREAM. Tram holds graduate degrees in biochemistry/chemistry and Art Conservation. Prior to diving into the tech sector, she was an art conservator and educator for 20 years at the J. Paul Getty Trust in Los Angeles and UNESCO leading highly specialized projects, conferences, and workshops for culture heritage in the Middle East, US, Europe, and Asia.

Danette Wallace**Blockchain Consultant & Futurist**

Danette Wallace is a Blockchain Consultant who has recently returned from living overseas where she worked with the largest blockchain corporation in SE Asia. She is now working with corporate clients who are seeking to implement blockchain into their business model and formulate a strategic plan for growth.

Danette's personal mission is to create and support structures that enable connection, collaboration and community. With this as her mission, she has worked with multiple organizations from grass roots movements to global corporations to help them formulate and implement advanced technology systems that enable beneficial peer to peer connections. Danette has a Bachelor of Science degree from the University of Colorado and a Masters' of Science degree from Northwestern University.



Kurt Wedgwood**IBM N. American Blockchain Lead – Retail, Consumer Products, Travel & Transportation Industries**

Kurt Wedgwood leads IBM's Blockchain North America practice for the Retail, Consumer Products and Travel and Transportation industries. To complement his focus and to give back, he is an adjunct professor for the MBA program at Seattle University and has chaired the Innovation and Entrepreneurship Board, while serving as an advisor to the U.S. Customs Border Patrol and many startups. His "blockchain moment" was during a five-month sabbatical; he was asked to write an analytics article on shipping ports when he realized the impact blockchain will have on the world. As a result of that article, blockchain became his new career focus. Kurt grew up in Colorado, lives in Seattle, WA and received his MBA from the University of Chicago.

Kurt's favorite read: <https://www.ibm.com/downloads/cas/GZPPMWM5>

Ann Willmott**Television Producer & Founder, Rabbit Hole**

Ann Willmott is a producer on the Emmy-award winning daytime drama *The Bold and the Beautiful*, seen daily around the world. She first invested in bitcoin in 2014, and has studied the world of crypto and blockchain ever since. In 2018, she founded *The Rabbit Hole*, a woman-powered community building organization, which holds events and provides education. She co-hosts the *One Dozen Rabbits* podcast. She is passionate about cultivating a diverse community for the success of all.

Jan Young**Co-Founder, Prototopian Tech**

Jan is an expert in media tech, but then caught the blockchain bug. Now, fascinated with the emerging technologies that are on the cusp of transforming our society and economy, Jan has teamed up with some colleagues to develop creative workshops on Emerging Technologies that help artists and technologists imagine a future in which these technologies address local and global problems for the betterment of all.

Mollie Zechlin**Cryptography Research Engineer, Spring Labs**

Mollie graduated from Cal Poly, San Luis Obispo with a Bachelor's in Mathematics and CSU Channel Islands with a Master's in Mathematics. Mollie focused on cryptography throughout graduate school and completed her thesis on Elliptic Curve Cryptography. As a Cryptography Researcher/Engineer at Spring Labs, she creates, evaluates and improves the cryptography protocols used in the Spring Labs technology.

