

# MASTERCLASS DAY

2<sup>nd</sup> June 2022

## AUDIO MAXI – Ground Floor

CHECK IN & WELCOME COFFEE

8:00

### ZERO KNOWLEDGE ADVERTISING: A NEW ERA OF PRIVACY-PRESERVING ADTECH SOLUTIONS

Prof. Ruben Cuevas & Luke Bragg, Ipek Sahiner Profila

9:00

### BRAND STORYTELLING 101: THE ART OF CREATING CRYPTO BRANDS THAT STICK

Emily Coleman, Messari

10:00

COFFE BREAK

10:45

### BUILDING BRIDGES: HOW BITCOIN SUISSE & LIQUITY ARE CONNECTING CEFI & DEFI

Chris Zulliger & Oliver Gehrig, Bitcoin Suisse  
Robert Lauko & Michael Svoboda, Liquity

11:15

LUNCH

12:00

## AUDIO MAXI – Ground Floor

### ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY AND THE BLOCKCHAIN TRILEMMA

Frederik Gregaard & Sandro Knöpfel, Cardano Foundation

13:30

### AN INTRODUCTION TO THE MECHANICS OF BANCOR 3

Mark Richardson, Bancor Foundation

14:30

COFFE BREAK

15:15

### WEB3 SECURITY: ON THE FRONTLINES OF PROTECTING DIGITAL ASSETS

Salick Cogan, Fireblocks

15:45

### KEY TO SUCCESS: HOW TO FIND THE RIGHT BLOCKCHAIN SOLUTION FOR YOUR USE CASE?

Armin Reiter, Cryptix

16:30

NETWORKING APERO

17:15

TRANSPORTATION TO VIP DINNER

18:30

VIP DINNER

Invitation only

19:00-

22:00

## FORUM – Ground Floor

CHECK IN & WELCOME COFFEE

### KNOWLEDGE TOKEN, A DIGITAL CURRENCY FOR EDUCATION

Aaron Walsh

### REGULATORY ROUNDTABLE: AML/CTF & GLOBAL IMPLEMENTATION OF RECOMMENDATIONS OF FATF

Ekaterina Anthony, CVA  
Lucas Betschart, 21 Analytics  
Magdalena Boškic, Sygnum Bank  
Detlev Bosse, Crypto Finance AG  
Dr. Katharina Lasota Heller, LEXcellence AG

COFFE BREAK

### REGULATORY ROUNDTABLE: DEFI REGULATION TRENDING TOPICS & LATEST DEVELOPMENTS

Andreas Glarner, MME  
Thomas Nägele, Nägele Attorneys  
Marina Markezic, European Crypto Initiative

LUNCH

## AUDO MIDI – First Floor

### INTRODUCING CRYPTO HARD TALK: THE UNREALISED PROMISE OF BLOCKCHAIN

Walter Strametz, Sygnum Bank  
Andrew Kessler, Zenotta AG  
Willi Brammertz, Brammertz Consulting  
Afsaneh Heyat, Alt.co  
Moderator: Martin Eckert, MME

### BLOCKCHAIN GAMING AND PLAY-TO-EARN: BRIDGING TRADITIONAL FINANCE AND CRYPTO

Thomas Gronnevik, Wasber  
Andrew Kessler, Zenotta AG  
Alex Suárez, GamesCoin Group  
Moderator: Herbert Sterchi, Codex Execution

COFFE BREAK

### A REAL CREATIVE ECONOMY FOR THE MUSIC INDUSTRY

Paul Gariboldi, Google | Youtube  
Andrew Kessler, Zenotta AG  
David May, David May Music  
Norman Stürtz  
Moderator: Günther Dobrauz, PwC

### DISRUPTING DEFI: CODE-TO-EARN, CONTENT-TO-EARN, AND EVERYTHING ELSE

Byron Houwens, Zenotta AG  
Andrew Kessler, Zenotta AG  
Dr. Alexander Hobbs, Zenotta AG  
Miles Tempe, Zenotta AG

NETWORKING APERO

TRANSPORTATION TO VIP DINNER

VIP DINNER

Invitation only



# CONFERENCE DAY

3<sup>rd</sup> June 2022

## AUDIO MAXI – Ground Floor

CHECK IN & WELCOME COFFEE 8:00

**OPENING SESSION** 8:45  
Emi Lorincz, CVA  
HSLU

**OPENING KEYNOTE** 9:00  
Frederik Gregaard, Cardano Foundation

**GAMEFI, PLAY-TO-EARN, METaverse** 9:30  
Saro McKenna, Alien Worlds  
Max Stöckl, Dogami  
Andrew Kessler, Zenotta  
Ipek Sahiner, Profila

COFFE BREAK 10:30

**YIELD GENERATION STRATEGIES** 11:00  
Amor Sexton, Blockdaemon  
Ilya Volkov, Youhodler  
Michael Gauckler, Bitcoin Suisse  
Oliver Yates, APL0  
Moderator: Diana Biggs, DeFi Technologies

LUNCH 12:00

**MIDDAY KEYNOTE** 13:30  
Mark Richardson Bancor Foundation

**THE LANDSCAPE & OUTLOOK OF CRYPTO VCs** 14:00  
Matthias Weis, Verum Capital  
Zoe Seccull, Apollo Capital  
Luc Jodet, Arianee  
Eva Oberholzer, Dfinity  
Moderator: Marc Bernegger, Maximon

**THE RISE OF DEFI & CRYPTO DERIVATIVE MARKETS** 14:45  
Noelle Acheson, Genesis  
Esty Dwek, Flowbank  
Piers Ridyard, Radix  
Patrick Bärtschi, Bittrex Global  
Moderator: Jérôme Bailly, CVA | Adnovum

COFFE BREAK 15:45

**CRYPTO EXCHANGES - SAME SAME, BUT DIFFERENT** 16:15  
Guillaume Chatain, Coinbase  
Martin Liebi, FTX  
Ivo Sauter, Bitmex  
Robin Lemann, Swissquote  
Denitza Vatchkova, Bullish  
Moderator: Emi Lorincz, CVA | Ledger

**CLOSING KEYNOTE** 17:15  
Marieke Flament, NEAR Foundation

MINI NETWORKING APERO 17:30

TRANSPORTATION TO BOAT CRUISE 18:15

**BOAT CRUISE** 19:00-22:00

**CVC AFTER-PARTY** 22:00-23:00  
Unpaired Gallery Opening (doors open 18:00-23:00)

## AUDO MIDI – First Floor

CHECK IN & WELCOME COFFEE

**SUSTAINABILITY & MINING**  
Ella Cullen, Minespider  
Sean Murphy, ImpactScope  
Maja Kehic, DeepSquare  
Tyrone Clark, Marma Tech

COFFE BREAK

**SECURITY AT SCALE OF NFTs & DEFI**  
Victor Busson, Taurus  
Thomas Brunner, Sygnum  
Salick Cogan, Fireblocks  
Richard Brifford, Ledger Enterprise Solutions

LUNCH

**DAOs & PRIVACY**  
Bill Laboon, Web3 Foundation/Polkadot  
Kurt Nielsen, Partisia Blockchain  
Cyrus Fazel, SwissBorg  
Alexis Roussel, NYM

COFFE BREAK

MINI NETWORKING APERO

TRANSPORTATION TO BOAT CRUISE

**BOAT CRUISE**

**CVC AFTER-PARTY**  
Unpaired Gallery Opening (doors open 18:00-23:00)