

Invitation to **Crypto Assets Summit** for Institutional Investors

24 Sep 2018

Dear esteemed guest,

We have pleasure in inviting you to our reception.



[Kulm Hotel](#)

[St. Moritz](#)

[Via Veglia 18](#)

[Switzerland](#)

Summit Dates

[Switzerland](#) – 19th Jan 2019

20th Jan 2019

About Crypto Summit



The crypto industry is going mainstream and coming to be increasingly accepted by the bastions of old money - institutional investors, who are taking a sheen to new money. Though the crypto Big Bang started with just one bitcoin, over the past decade we have seen crypto evolve from Coins to Tokens to ICOs and now finally Security Tokens.

Crypto liberated many stakeholders in the economy such as citizens, entrepreneurs, innovators and have a new paradigm where rules were turned over their hold to give a level playing field to new comers, so to speak. This invited a denial followed by dazed reactions from the incumbents for some years, before they have finally come to accept that crypto is not a fad, but an inevitable universal upgrade. Even though we don't see the same brouhaha as last year, from ICOs raising billions of dollars in 2017, the truth is some ICOs have rounded up astounding figures in private rounds in 2018, exclusively from institutional capital. EOS and Telegram ICOs which concluded their fundraising in 2018 are testimony to the gigantic institutional appetite for the relevant crypto projects. Crypto is going Institutional in more ways than one:

Traditional private equity and venture capital funds are obtaining mandates from their existing LPs to invest in crypto.

Over 350 new crypto funds have come into existence since mid-2017, with a focus on investing in purely crypto assets. Some of these are backed by marquee investors such as Andreessen Horowitz, Ari Paul.

Endowments taking a leap into crypto:

Yale University's \$29 billion endowment has invested in 2 crypto funds, the first behemoth pension fund to take a leap into crypto, paving way for other large institutional investors. After all, crypto as an asset class can't be beaten on the giddy returns generated for early investors. Laura Shin penned an article featuring the 18000 % returns that are being chased by dozens of these just born crypto funds.

Endowment funds of Harvard, Stanford, MIT, Dartmouth College, and the University of North Carolina all followed suit and have each invested in at least one cryptocurrency fund through their respective endowments. These funds are buying into both crypto currencies, as well as equities in crypto firms. This means, cryptocurrencies as an asset class have come of age, to earn the validation of institutional money, which is a long- term bet and not a short- term speculative frenzy.

Traditional financial institutions have all woken up to the potential of crypto and are in a frenzy to introduce crypto brokerage products for their institutional and retail clients. JP Morgan, Goldman Sachs and TD Ameritrade have all forayed into brokerage services dealing in pure crypto products, Pure play crypto companies are blurring the borders, and getting into the well-marked and protected territories of institutional players:

Coinbase has obtained approvals to invest in regulated securities firms, which in turn will give it license to play in products that come into SEC purview.

Circle has invested in a crowdfunding for seed equity platform.

Binance, the most successful crypto exchange, is exploring licenses in select jurisdictions to extend its game from cryptocurrencies to securities.

That the successful crypto players are now ready to play the game of the erstwhile incumbents is both a threat and an opportunity for the incumbents. Crypto has now attracted Institutional level diligence and scrutiny, to pave way for institutional money to come in. We are hosting the world's first ever institutional asset manager summit for crypto in Switzerland, home to both old money and new. The Swiss Crypto Asset Summit 2019 will be held on 19-20 January ahead of the World Economic Forum 2019, which has already witnessed crypto's meteoric rise and heralded it as the trend for the next decade.

World Economic Forum 2017 is when crypto went mainstream, where country premieres and several global leaders went home determined to embrace blockchain. WEF2019 will usher in the mass movement for security tokens and institutional capital embracing crypto.

Ladies and Gentlemen, it is our privilege to precipitate that movement on the precipitous cliffs of Alps. We welcome the most influential institutional asset managers to debate what the opportunities are, and what is lacking in the crypto industry today before crypto becomes integrated in the bastions of old finance, changing the game for everyone for once and all.

Set in the majestic setting of the Kulm Resort in the Engadin, and coinciding with the St Moritz Gourmet Festival, it promises to be a memorable experience to take in sensory as well as cerebral stimulation.

Sincerely,



Arifa Khan

CEO HCX

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<http://t.me/capitalcoinico> **RSVP** <http://fintechstorm.eventbrite.com>

Greetings from the CEO

2018 marks the end of a most eventful decade in the history of money, wealth and economics. From the 2008 banks' freeze triggered by the collapse of gigantic institutions to the current crisis of confidence in banks, what a contrast we have seen in the past decade. Simultaneous with the disintegration of the solidity that banking represented, another more nimble, diffusive, amorphous, formless and pervasive technology started to make its presence felt - bitcoin.

Going by its sheer magnitude and impact on the established order (touching \$0.8 trillion at its highs as of end 2017), we can deduce that cryptocurrencies are profound. So much so that banks had to admit in their annual reports in March 2018 for the first time that these new technologies pose a risk to their business models, and bank CEOs made public statements that cryptocurrencies are to be strictly shunned and guarded with intransigence. The year 2017 had proven an *annus mirabilis* for many crypto fans, and a *betenoir* for banks. It is a scarily unsettling time for some representing and guarding the old world, and at the same time a windfall and a never before seen promise for many who are ready to embrace the new world!

Opportunities to create whole new industries present themselves very rarely in history. The internet and Smartphone started this revolution. Now cryptocurrencies are taking humanity to another dimension. Thanks to bitcoin, and its underlying cryptographic technologies, we are faced with the possibility of redefining important large institutions such as investment banks and stock exchanges. If the last few decades hadn't already put the power back in the hands of technocrats, wielding it from capitalists and industrialists, such a clear tipping point is upon us right now. This is another rare chance at creating the future, disturbing the equilibrium of power, and redistributing the world's wealth. We would be unwise to miss it!

A moment of recognition that the next wave of power brokers may be let loose; that the shakeup of status-quo is imminent; that the stakes may well be with those who are the quickest to decipher the crypto wonderland, and to invest it with their time, intellect and capital!

For swathes of technophiles in finance, has there been a more exciting time than now?

For hordes of opportunists, could they hope for a more propitious time?

This moment belongs to the crypto adventurer!

The question to ponder is not "Will crypto be the future?"

The question to ponder is "What will YOU be in the new crypto economy?"

The chorus on everyone's lips is ... What is our place in this new landscape?

We cannot afford to be unprepared for this new world.

We ought to grab opportunities to play a constructive and pioneering role in phasing out the old world, and paving way for a new.

We are one of the few base layer infrastructure builders like ethereum of this new crypto economy, in the \$87 trillion gigantic capital markets. To start with, we are creating the NASDAQ of tomorrow, fully run on smart contracts! A public electronic platform where any company from any industry and any geography can raise capital in a matter of seconds from global investors, by issuing shares or bonds as tokens. No investment banks, and no IPO fees to be paid.

Our vision is Unstoppable Capital!

A global borderless marketplace for capital!

Come create history with us!

Himalaya Capital Exchange aims to build a Crypto economic network/platform to combine the best features of the first two internet eras: community-governed, decentralised networks that put the power back in the hands of the people.

We at Himalaya Labs are the category pioneers. We presented the world's first concept paper on decentralising capital markets in June 2017. In keeping with our Himalayan ambition to fete exalted geniuses, we hosted The Himalaya Crypto Summit 25-26 May 2018 at Taj Mahal Place Mumbai, where we launched Himalaya ICO White Paper with Nick Szabo participating.

This is your personal invitation to participate in the Himalaya Pre-ICO and become a change maker.

Arifa Khan

CEO, Himalaya Labs

Arifa Khan, CEO, is a crypto pioneer who authored the first ever Concept Paper on decentralising capital markets (June 2017) before security tokens were invented. She later architected a platform ecosystem for capital markets participants in her revolutionary white paper published and presented to Nick Szabo on 25 May 2018. She founded HCX in 2017- a decentralized stock exchange that runs trustlessly on smart contracts - to bring that vision to reality and travelled the world for a full year to educate non-crypto savvy people in remote corners on the benefits of self-issuing security tokens. HCX is the first-of-its-kind disruption which automates the role of investment banks and empowers entrepreneurs around the world to issue their own security tokens. Arifa Khan is India Partner of the Ethereum Foundation and leads Ethereum's community development efforts in India & Middle East. She has an MBA from Wharton School of Business, and a B.Tech from IIT Madras. She is a sought after international public speaker and has given keynote speeches at several global forums such as Crypto Investor Show London, Bengaluru Tech Summit, D10e Davos, Ethereum India Summit, Blockchain UA Kiev, Blockchain & ICO Summit Istanbul, Hybrid Block Macau Summit, Himalaya Crypto Summit 2018. She is listed among Top 100 fintech influencers by Lattice80



Crypto Assets & Institutional Investors Summit
Join us for an exclusive gathering of asset managers
19-20 January 2019

Hotel Kulm
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Switzerland

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Presented by HCX Unicorn Fund