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# TIMES

PROJECT WITH METTLE: JEXOS BLOCK CLAIM PROTOCOL

## JEXOS BLOCK CLAIM PROTOCOL



Hyperbidder introduces JEXOS!  
Claims it will clean up the Ad Industry

## KNIGHT IN FOCUS



## SIMON COCKING

8th

community backed  
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# Welcome

## Message from the CEO



Thanks to the industry mentors  
and the community as a  
whole...

The positive feedback from  
individuals like yourself as  
well as the amazing industry  
acceptance that we have  
received is awe-inspiring.

<https://www.linkedin.com/in/gareema-aka-rima/>

*Rima M.*

We are looking forward to your  
feedback.

Please send in your suggestions  
to

[rima@cryptoinvestmenttimes.com](mailto:rima@cryptoinvestmenttimes.com)



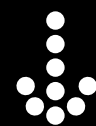
# CRYPTO INVESTMENT TIMES

The Highest Circulating Investments Magazine



# SIMON COCKING

## KNIGHT IN FOCUS



**Simon Cocking**  
is Chief Editor at  
Irish Tech News,  
CryptoCoinNews  
and InvestInIT

With over 1.5 million+ unique monthly views and growing. He was the top ranked member of the 'People of Blockchain' for 2018 based on total funds raised & also the #1 ranked advisor on ICO Holder.

He is a business mentor and advisor working with over 200 successful companies to date, and has been named on many global Twitter influencer lists in the last 12 months.

He is an accomplished public speaker at events including TEDx, Web Summit, and overseas in Pyeongyang, Amsterdam, Dubai, Delhi, Kiev, Singapore, Moscow, Tel Aviv, Madrid, Tbilisi, Riga, Porto, Dublin and Helsinki in the last 12 months.

He has been based in Ireland for over 22 years and has cofounded or founded seven successful companies.

1. Cryptocurrencies, ICOs, STOs and projects as such, have been said to be done mostly by the tech savvy, the new generation or not so traditional investors. How do you see that changing in the last 3 years or so?

The more relevant question is how will this change in the next three years rather than the last 3. Once the UX / user interface becomes trivial, simple and easy to use, then adoption will rise. When it is still long, hard to remember public and private keys, then it is risky and stress inducing for the average user. Things are getting better, but when your secure, offline wallet still says it needs a firmware update and the tokens you think are on it are no longer visible, then this shows we are still not 'there' yet. The companies that can solve these issues the fastest will reap the rewards and help to drive wider user adoption.

2. As a pioneer in cryptocurrency investments, which out of individual

crypto investments or diversification do you believe works better as an investment strategy?

Diversification. Unless you bought bitcoin over three years ago, that single currency strategy has sailed. That said, not all tokens are equal, some suck and will never be worth anything, so do your due diligence and only invest what you can afford to lose, and only in tokens that you personally understand and like, rather than based on FOMO and public crypto celebrities shilling particular tokens. It's your money, be smart about what you do with it!

3. I am an inventor & am comparatively new to the crypto arena. But I like the idea of having access to an (almost) unlimited investor base who would love my ideas. Do you feel I should be able to launch, run and get funds for my project in the current scenario, with minimum personal startup investment? How do you suggest I go about it?

There is no reason you 'should' be able to, unless it is a sound project, at this stage ideally already an MVP, with a user base and a strong community who like what it does and believe in it. If you don't have all of that in place, you will be, rightly, asked lots of hard questions by potential investors. There are, no longer, any easy short cuts, to raising funding these days.

Social Media  
Outreach of over  
**1,50,000+**  
community followers





ON DESK WITH

# SIMON COCKING

KNIGHT IN FOCUS MAY 2019

4. How do I find advisors for my genuine project who are ready to work with me on basis of my tokens or on an incentive basis for the least?

You mean apart from googling who are the best in the field, and coming up with me among others LOL (but also true too

- my #1 rankings on several ICO ranking sites are based on funds raised not fluffy metrics). Anyways, there are plenty out there, the challenge for you us to find the ones who are the best fit for your project and your strategy.

What is their area of expertise, what region are they strong in?

What is their digital footprint like?

These and many other questions are the ones you need to be asking them.

5. How do you define a 'Good Advisor'?

See my answers above, if they are not a good fit for what you are trying to do, then move on to those who are. Then see

what they are like as people, could you work with them? Are they available, can you afford them, what terms work for both of you. Then circle back and see what their track record is, what have they done before, and is it a good match for your sector and your idea?

6. As cryptocurrency market and community seems to be maturing and growing what do you suggest is the best way forward for all of us, something that also gives an opening to the more traditional investors who have till now been shying away from the market as a whole?

It's already happened, you just need to make convincing,

## FOUNDATION DREAM, ACTION ANG PERFECTO GOAL

relevant, honest and accurate presentations to traditional investors. They are smart, so you need to explain why you are a good bet. Watch Dragon's Den, Shark Tank, see how people pitch, we are still in the startup world, it's just a new way of doing this.

7. How do I take advantage of crypto investment losses on taxes?

Ask your tax advisor!

8. How should I store records of my crypto currency wallets and investments?

Offline cold wallet. Why wouldn't you do this!? Online exchanges are hacked all the time, and the tokens, your tokens are held by them but your losses are not - this is surely a no brainer.

9. Are the so called, overnight crypto millionaires, re-investing more in cryptocurrencies or traditional markets like stocks or real estate?

That's a really broad question and it is impossible for me to personally answer it, you would need to ask them yourselves, and I'm not sure they would feel the need to tell you either!

If you want me to speculate then I would say that the smart ones have a wide and diverse portfolio, and in many ways crypto is just another way for people with money to diversify their assets.

10. Which are the 5 most amazing success stories that you've been a part of, as an advisor/mentor, within the last 1 year?

Morpheus Network, ClearPoll, Covesting, BEAT, and actually many many more, several of which are still looking to come good - but who are quietly working away off the radar to deliver on their road map goals. It is an interesting time, and it's not done yet.



Company founder / writer / journalist / content creator / digital marketing advisor

Winner of Irish Web Awards 2014, best Science & Technology category  
Winner 2016 Littlewoods Best Ireland Blog for Digital & Tech

Based in Ireland for over 20 years, excellent network of contacts.

Previously:

Co-founded Global Action Plan, <http://globalactionplan.ie/>

Founder of Active Art Creations, <http://www.artesian-art.org/simoncocking.htm>

Initiated idea for Dublin Bikes scheme, <http://www.dublinbikes.ie/>

Cofounder of Rediscovery Centre <http://www.rediscoverycentre.ie/>

Founded Irish Flying Disc Association, <http://www.irishultimate.com/>

National Irish Ultimate Frisbee Coach: 1996 - 2011



# Hyperbidder introduces JEXOS Block Claim protocol



**J**EXOS, JEXOS™ is an Open Source Blockchain Project with a unique protocol called “JEXOS Block Claim Protocol”. The Ad Exchange Network Hyperbidder is behind the JEXOS Project which aims to clean up the entire Ad Industry from its inefficiencies, especially the fraud, by making it transparent through Blockchain.

JEXOS will not only serve all advertisers but all stake holders of the entire Ad Industry which includes Ad-Tech Companies, decentralized Apps, Ad Networks, Ad Agencies, Brands, Advertisers, Publishers and pretty much every party that is involved in digital Advertising.

**What is JEXOS, or JEXOS Block Claim Protocol?**

Its main goal is to ensure the transparency that is desperately needed in the current form of Ad Industry and prevent from different kinds of fraud to take place. Additionally, it is designed to limit the number of intermediaries participating or completely deny them access to, which at the current form of the industry causes the ad rates to depreciate significantly while also resulting in many forms of fraud to take place.

JEXOS Block Claim Protocol adds nodes to the Blockchain after ensuring placement of all ads at

the predetermined targets based on certain requirements and by keeping extra unnecessary intermediaries out of the circle.

Another benefit, of course, is the ability for payments to be made instantly without having to wait net 30 or net 60 as the JEXOS Block Claim Protocol supply the payer validity that it requires from the Ads served. Some of the more sensitive tech solutions that JEXOS offers were not revealed and held back as trade secrets.

**What differentiates JEXOS & why should companies onboard JEXOS Protocol?**

Ad Industry, at its current form, has many inefficiencies including fraud which causes the Industry over tens of billions of dollars. Blockchain with its strong capabilities has the potential to solve all that. However, this will not be as easy as it seems.



10,000,000  
JEXOS Tokens For Sale

↓ **JEXOS by Hyperbidder is an Open Source Blockchain Project that is building a unique protocol called “JEXOS Block Claim Protocol”. While all, if not most Blockchain protocols work with and are pull mechanisms, JEXOS Block Claim Protocol is a push mechanism.**

**JEXOS consensus mechanism is rather interesting and fresh. While Proof of Work (PoW) works mostly with mining and proof of Stake (PoS), JEXOS has a new and different kind of consensus algorithm called Proof of Authenticity (PoA) which is more energy efficient than its predecessors.**

**The goal of JEXOS is to rid the Ad Industry from all its inefficiencies, making the industry transparent and trust worthy while speeding up the payment process while at it.**

Only the right Blockchain Protocol that, not only solves all the inefficiencies but also cater to each and all Ad Industry stakeholders can manage to come on top and be the leader.

JEXOS is doing everything in its power to create an environment to involve as many Blockchain architects and engineers in the JEXOS Project by offering a



Hyperbidder Blockchain Development Strategy Meeting



onboarding them.

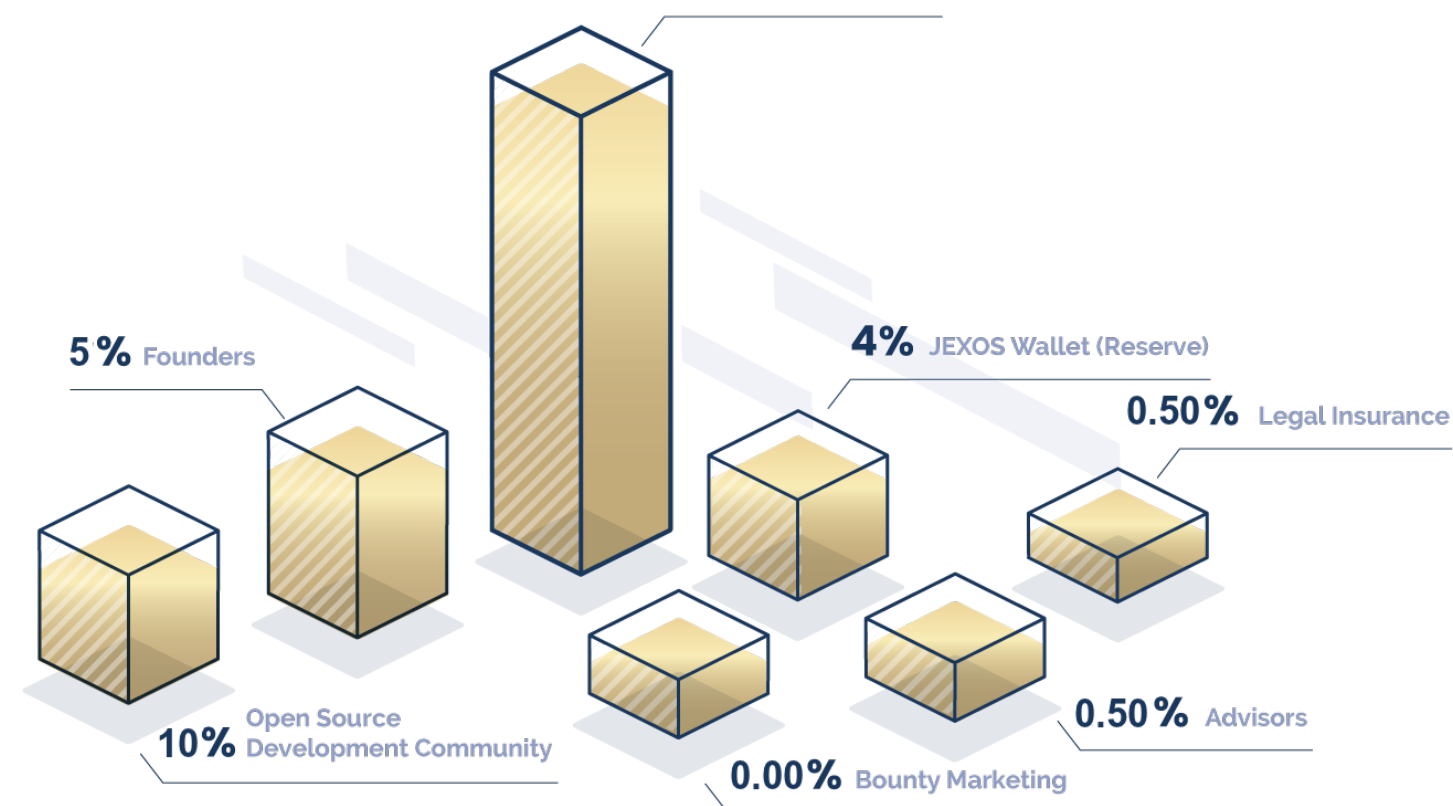
JEXOS claims they will be able to clean up all the inefficiencies of the Ad Industry with the JEXOS Block Claim Protocol savings billions to the industry.

According to the Founders' long-term vision, JEXOS will be a standardized decentralized Protocol to be used by majority in the Ad Industry through its free to use Block Claim Protocol.

**Why didn't Hyperbidder choose to go with Tokenizing of its already existing own product of its Ad Exchange?**

Hyperbidder Management decided not to tokenize their already existing product which is a complex Ad Exchange Network with thousands of Publishers. Instead, they wanted to go for the root cause of the problem the whole Ad Industry faces currently.

"Saving our Industry outweighs the benefits of just doing this for ourselves" says Giorgio Talegon, the Founder and CEO of Hyperbidder. "We get more support from everyone when we do good for the



good of all compare to just one".

**Why are there so few token supplies for JEXOS?**

According to Hyperbidder, their JEXOS project does not need large amount of funding for what they want to build for JEXOS Block Claim Protocol. It is also an open source project which pays its Global Development Community with its native tokens of JEXOS.

**Why is JEXOS not offering any Bounties or Airdrops?**

No Bounty Hunters will be able to dump JEXOS share in its market debut. No airdrops are offered to avoid this kind of behavior again to protect the investors. JEXOS

is very keen on having long term serious investors as partners.

**How do they plan to scale so fast with the JEXOS Block Claim Protocol?**

Once the JEXOS protocol is built, they plan on using their own Ad Exchange Hyperbidder as their first Ad Exchange and Ad Network utilizing it. They plan on partnering with one of the consumer goods company as advertiser to launch their JEXOS Block Claim Protocol.

**What does JEXOS aim to do with the funds raised from token sales?**

Building the JEXOS Block Claim Protocol, marketing it, and onboarding early partners.

**What kind of traction does JEXOS have so far?**

JEXOS has been contacted by some of the largest crypto exchanges in the world to conduct its IEO. Currently, negotiations are taking place with these exchanges to figure out which ones would be the best fit for JEXOS Project by Hyperbidder.

**How does JEXOS motivate its employees, contributors?**

JEXOS allocated a large percentage of its tokens to its Open Source Project. That includes its Global Blockchain Development Community which receives 10% of overall JEXOS tokens.



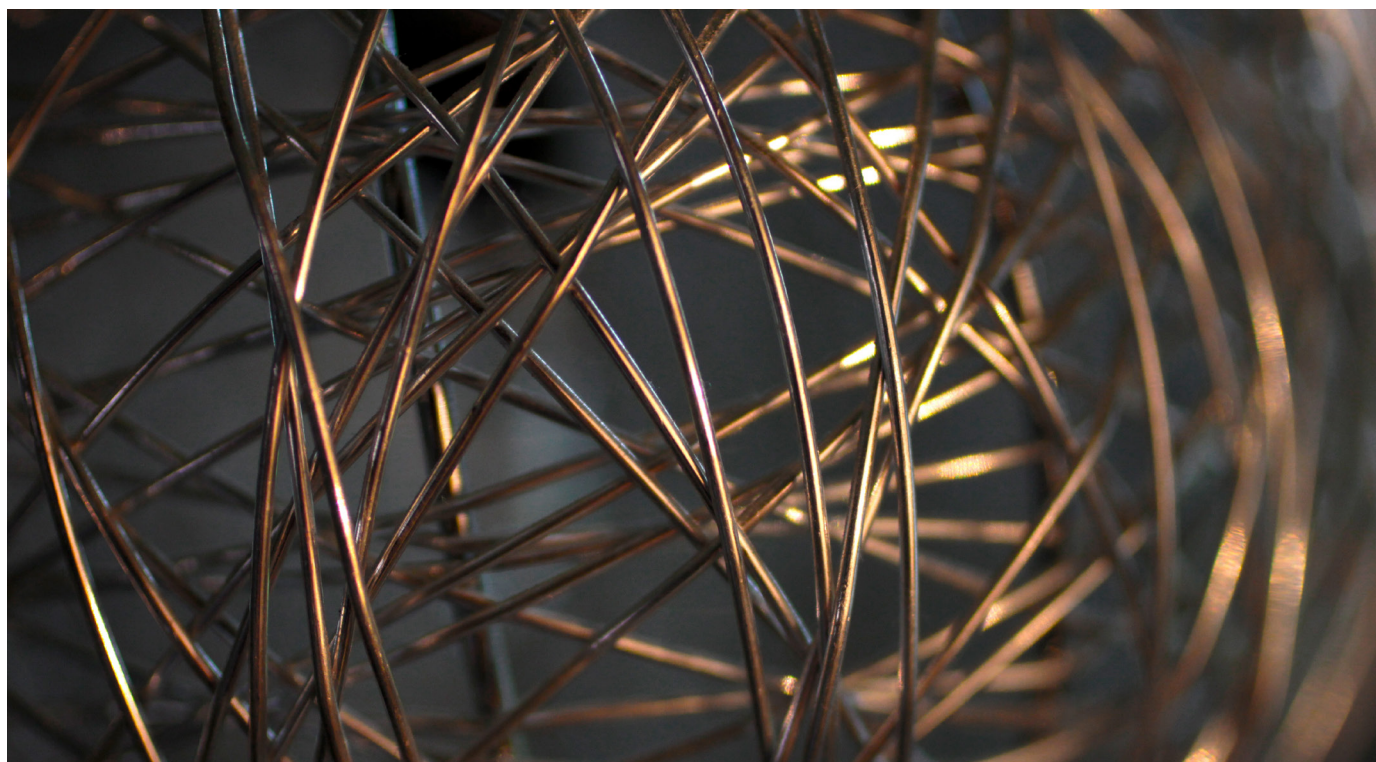
# HIGHEST AD RECALL

*Investors are more likely to remember an eye-catching message.  
Magazine ads have the second highest receptivity of any media.*





# Navigating the Cryptocurrency Maze



## Dan DaRosa

CEO, EntryZone Crypto Asset Management Group

### PERSPECTIVE

You step into the corn maze, certain that you will come out at the exit before any of the other participants. You don't need a strategy; you look at your surroundings to establish a general location of the exit, perhaps look for the sun so you can use it as a direction reference, and off you go into the unknown. After all, they promised you a free delicious apple cider doughnut and cup of tea at the exit plus a pair of Broadway theatre tickets for the winner! Unfortunately for you, there is a faster and smarter participant in the game; he's well-funded, with access to pertinent data that you are not privy to, such as an overhead view map of the landscape, and has

been taught to use a maze-solving strategy such as the wall follower, or Trémaux's algorithm. He has conspired with other participants in the game to slow you down, and he's got a copy of the answer key for all the clues that are found within the maze that are there to help you find the exit. To top it all off, he was given access to enter the maze earlier than you in order to familiarize himself with his surroundings.

Face it: the odds are stacked against you, but you are still determined to get those Broadway tickets and the kudos that goes with it, and you don't want to settle for just a doughnut and a cup of tea!! You are the average cryptocurrency

investor in 2019. The other participant is, well, everyone else: savvy day-traders, geeks using advanced bots and trading analytic tools, crypto-oriented investment firms, market-makers and large financial institutions.

### THE CONUNDRUM

The average

cryptocurrency investor in 2019 is probably much more seasoned than his or her predecessors, likely having experienced large investment losses during a period when Bitcoin and the rest of the cryptocurrency market lost upwards of 95% of their all-time high valuations. Having said that, they have probably mastered some of the basic obstacles of entry into this market, such as:

- registering for an account with a



©  
**Dan DaRosa**  
CEO, EntryZone  
Crypto Asset  
Management  
Group

- learning how to successfully transfer cryptocurrencies between exchanges, between wallets, and between a wallet and exchange without making errors and risk losing their entire investment!!!

However, even they will all likely still fall short in dealing with the following additional barriers:

## INDUSTRY MOVERS

- platform that converts traditional native currencies (fiat \$/£/€ etc) into cryptocurrencies (like Bitcoin);
- registering for one or multiple cryptocurrency exchanges (because no one exchange trades all publicly cryptocurrencies);
- purchasing or opening one or multiple cryptocurrency wallets (because some wallets only accept some cryptocurrencies);
- knowing the differences between desktop, online, mobile, hardware and paper wallets, and which to use, when to use and the security issues surrounding them; and

- maintaining a high-level of data security awareness and anti-hacking protocol for all of the previous bullet points;
- diversifying their portfolios through the constant monitoring of cryptocurrency market prices and volatility (the cryptocurrency market is open 24 hours a day, 365 days a year); and
- navigating a landscape filled with over 2,000 cryptocurrency coins and tokens and identifying which ones to invest in!!!

### THE RESOLUTION

Companies like EntryZone Crypto Asset Management Group (or EZCAMG) place their focus on addressing not only the barriers to



# “UNPLUGGED” IS IN

*THE tech-obsessed creatures have begun to understand the value of “unplugging” every now and then.*

*When we do unplug from the digital world, we tend to turn to print media as a form of thought and engagement.*

*It is then that the magic begins...*

entry in the first list above, but also help new, average and seasoned investors alike in managing the items on the second list—the items that make the difference between the realization of investment gains and investment losses.

#### **The How?**

EZCAMG's business, for instance, allows investors to participate in the cryptocurrency market without having to ever immerse themselves in the ecosystem; they invest fiat currency authorizing the purchase of cryptocurrency, and depending on their risk appetite, they can choose from a lower risk, lower reward index fund covering 90% of the entire cryptocurrency market cap, a higher risk, higher reward, return on holding trading fund, or the more balanced swing trade fund. This choice can be made in conjunction with advice from one of EZCAMG's specialist fund managers. Their investment is secured, encrypted, safeguarded, and diversified for them, and their return on investment is converted back to their native currency and distributed back to them. In other words, the convenience of the current financial markets is made possible to them in the future cryptocurrency world today.

Now that you have read this article; Do you still want to run that maze? Well you don't have to. We'll give you a pass for that free doughnut and cup of tea, whilst we run the maze for you and there could even be a set of Broadway tickets the other end with your name on them.

We are a blockchain and cryptocurrency-centric investment firm that offers intuitive, transparent investment opportunities that capitalize on revolutionary technology, team diversity and subject matter expertise to convert the average person into a successful cryptocurrency investor by mitigating risk and removing the barriers inherent in the cryptocurrency market.

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Prof. Ahmed Banafa - IoT-Blockchain -AI Expert | Faculty | Author | Keynote Speaker

## Blockchain and AI: A Perfect Match?

### Applications of AI and Blockchain

Blockchain and Artificial Intelligence are two of the hottest technology trends right now. Even though the two technologies have highly different developing parties and applications, researchers have been discussing and exploring their combination.

It goes without saying that each technology has its own individual degree of complexity, but both AI and blockchain are in situations where they can benefit from each other, and help one another.

#### Applications of AI and Blockchain

If you were to operate a blockchain, with all its encrypted data, on a computer



### Applications of AI and Blockchain

you'd need large amounts of processing power.

The hashing algorithms used to mine Bitcoin blocks, for example, take a "brute force" approach – which consists in systematically enumerating all possible candidates for the solution and checking whether each candidate satisfies the problem's statement before verifying a transaction.

AI affords us the opportunity to move away from this and tackle tasks in a more intelligent and efficient way.

Imagine a machine learning-based algorithm, which could practically polish its skills in 'real-time' if it were fed the appropriate training data.

#### Creating Diverse Data Sets

Unlike artificial intelligence based-projects, blockchain technology creates decentralized, transparent networks that can be accessed by anyone, around the world in public blockchain networks situation. While blockchain technology is the ledger that powers cryptocurrencies, blockchain networks are now being applied to a number of industries to create decentralization.

#### Data Protection

The progress of AI is completely dependent on the input of data — our data. Through data, AI receives information about the world and things happening on it. Basically, data feeds AI, and through it, AI will be able to continuously improve itself.

On the other side, blockchain is essentially a technology that allows for the encrypted storage of data on a distributed ledger. It allows for the creation of fully secured

databases which can be looked into by parties who have been approved to do so. When combining blockchains with AI, we have a backup system for the sensitive and highly valuable personal data of individuals [4].

#### Data Monetization

Another disruptive innovation that could be possible by combining the two technologies is the monetization of data. Monetizing collected data is a huge revenue source for large companies, such as Facebook and Google

Having others decide how data is being sold in order to create profits for businesses demonstrates that data is being weaponized against us. Blockchain allows us to cryptographically protect our data



and have it used in the ways we see fit. This also lets us monetize data personally if we choose to, without having our personal information compromised. This is important to understand in order to combat biased algorithms and create diverse data sets in the future.

The same goes for AI programs that need our data. In order for AI algorithms to learn and develop, AI networks will be required to buy data directly from its creators, through data marketplaces.

This will make the entire process a far more fair process than it currently is, without tech giants exploiting its users.

Such a data marketplace will also open up AI for smaller companies. Developing and feeding AI is incredibly costly for companies that do not generate their own data. Through decentralized data marketplaces, they will be able to access otherwise too expensive and privately kept data.

### Trusting AI Decision Making

As AI algorithms become smarter through learning, it will become increasingly difficult for data scientists to understand how these programs came to specific conclusions and decisions. This is because AI algorithms will be able to process incredibly large amounts of data and variables.

However, we must continue to audit conclusions made by AI because we want to make sure they're still



#### IOT-BLOCKCHAIN -AI EXPERT FACULTY AUTHOR KEYNOTE SPEAKER

Prof. Ahmed Banafa has extensive research work with focus on IoT, Blockchain, cybersecurity and AI. He served as an instructor at well-known universities and colleges. He is the recipient of several awards, including Distinguished Tenured Staff Award, Instructor of the year and Certificate of Honor from the City and County of San Francisco.

He was named as No.1 tech voice to follow, technology fortune teller and influencer by LinkedIn in 2018, featured in Forbes, IEEE-IoT and MIT Technology Review, with frequent appearances on ABC, CBS, NBC, BBC, and Fox TV and Radio stations. He is a member of MIT Technology Review Global Panel. He studied Electrical Engineering at Lehigh University, Cybersecurity at Harvard University and Digital Transformation at Massachusetts Institute of Technology (MIT).

He is the author of the books: "Secure and Smart Internet of Things (IoT) using Blockchain and Artificial Intelligence (AI)", and "Blockchain Technology and Applications"

reflecting reality.

Through the use of blockchain technology, there are immutable records of all the data, variables, and processes used by AIs for their decision-making processes. This makes it far easier to audit the entire process.

With the appropriate blockchain programming, all steps from data entry to conclusions can be observed, and the observing party will be sure that this data has not been tampered with. It creates trust in the conclusions drawn by AI programs.

This is a necessary step, as individuals and companies will not start using AI applications if they don't understand how they function, and on what information they base their decisions.



### Prof. Ahmed Banafa

- Selected by LinkedIn as Technology Fortune Teller and LinkedIn Influencer in 2018
- Named No. 1 Top Voice To Follow in Tech by LinkedIn in 2016
- Author : "Secure and Smart Internet of Things using Blockchain and Artificial Intelligence" book
- Media Expert in new tech with appearances on ABC, NBC, CBS, FOX, BBC TV and Radio
- Member of MIT Technology Review Global Panel
- Researches published by Forbes, MIT Technology Review, ComputerWorld, Technomy
- Contributor to IEEE-IoT, LinkedIn, IBMCloud, IBM Big Data

- Analytics Hub, HPE Insights
- Articles translated to French, German, Spanish, Chinese, Korean
- Published over 100 articles about IoT, Blockchain, AI, Cloud Computing, Big Data
- Research papers used in many patents, numerous thesis and conferences
- Guest speaker at international technology conferences
- Superior skills in explaining and simplifying complex technical concepts
- Strong background in research and analysis of technical topics





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# Pieces of the same Puzzle

## AI & Blockchain

### ALY MADHAVJI

**The Artificial Intelligence revolution is in its full swing. From autonomous driving cars to drone delivery systems, we are already experiencing the futuristic world. Advancements in AI have changed the daily life landscape that we were so accustomed to for a very long time. The rate of innovation in the field of AI is exponential. While Elon Musk recently predicted fully autonomous Tesla vehicles and taxis on the road next year enabled by their sophisticated AI.**

**A report by Tractica and TechXLR8 analyzed the AI market, forecasting enterprise AI application revenue to reach \$80.7 B USD by 2025. Despite the exponential growth in the field, there are several core issues that need to be solved for mainstream adoption of AI.**

**In this article, we will explore four main areas where blockchain technology will act as the enabling catalyst for AI-based applications to reach their full potential and increase human trust in machine-generated results.**



#### Data - Security, Quality & Volume

Comparable to oxygen for humans, quality data is the most vital ingredient for any AI system. The saying “garbage in, garbage out” applies perfectly to this

situation. If the quality of the data is poor, the results will be inaccurate and will ultimately have a negative impact on the overall business value.



Many enterprises have in-house data however, the quality is poor. Except for the largest organizations, the breadth of the data is limited which creates a barrier to complete a full analysis or address a business need. To add value to their analysis, these enterprises require access to high-volume and high-quality data.

They can ramp up their data generation efforts by dedicating resources or work with third-party data providers and data sharing marketplaces. Despite involving a trusted third-party data provider, organizations still cannot ensure the quality of data because the flow of information is mostly undocumented.

Blockchain creates an environment where data is private, immutable, transparent and secure making it ideal for privately sharing confidential or personal information such as medical and health records. With a strong ecosystem, organizations can ensure the data gathered is of



quality by issuing checks & balances over the flow of data. They can also trace where the data originated from, the steps that were taken to prepare that data and validate the authenticity of that data.

## Infrastructure Needs

The more data we gather, the better the AI algorithms perform. Nevertheless, this is easier said than done. Even if we gather immense high-quality data, until we have access to high-performance hardware, generating results can

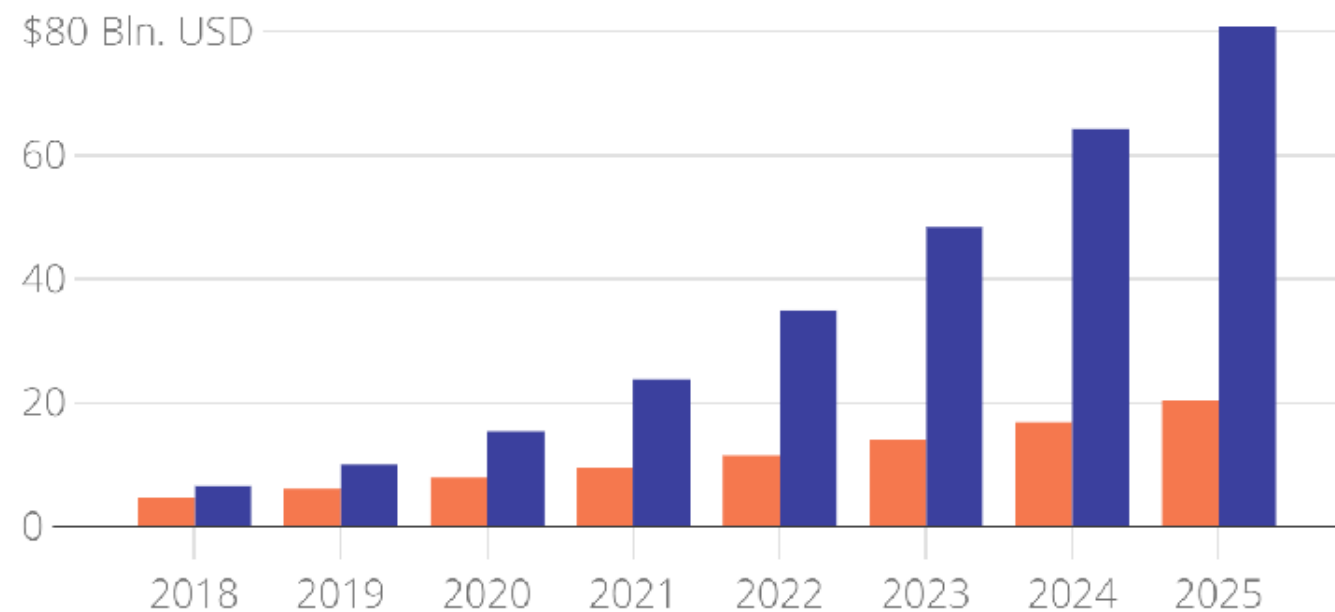
- the servers and control are centralized

Blockchain-based solutions such as Cryptyk with decentralized storage and sharding provide an added layer of data security.

While companies such as Taloflow are implementing AI to dramatically reduce and optimize cloud costs for organizations, some blockchain projects are creating CPU/GPU marketplaces for on-demand computing power to leverage mining infrastructure to fulfill computationally intensive tasks.

## Worldwide Blockchain & AI Enterprise Application Revenue Forecasts

Blockchain AI



Artificial Intelligence for Enterprise Applications & Blockchain for Enterprise Applications

Data: Tractica

take weeks or months depending on the data size.

Currently, companies employ traditional and centralized web service providers like Amazon & Microsoft to fulfil their hardware needs.

There are several issues with this:

- the services are very expensive

With distributed ledger technology (DLT), the cost of computing will dramatically reduce, further fueling AI innovation.

## Model Markets

Algorithms are the backbone of any AI system. Building high-quality machine learning or

## Raheel Ahmad

Raheel Ahmad is a tech-entrepreneur and an AI researcher committed to empowering organizations with AI technology.

He is a Co-Founder of mltrons, an AI startup that is world's first AI powered data scientist. He graduated from New York University with a degree in Business & Marketing (concentration in entrepreneurship).



deep learning algorithms require expertise and extensive research. If an organization wants to build its own AI systems, it needs to hire data scientists and algorithm engineers to build high-quality machine learning and deep learning models. This is expensive and very time-consuming.

On the other hand, many developers build their models and upload them on websites like GitHub. Anyone can use them so long as they are familiar with how to use them in production.

Taking a democratized approach, in a marketplace of machine learning algorithms where contributing developers can build and share models for various purposes creates a bigger pool of algorithms that organizations can access.

Organizations can reduce costs and extract more value from their data and due to financial

incentives, developers will be more motivated to create better performing algorithms.

Blockchain introduces transparency in terms of what steps were taken to build the algorithms and how many times the model was used by an organization. Similarly, individuals and organizations can be rewarded for sharing the input data to train the AI models and be compensated accordingly.

The blockchain allows for encrypted data to be transferred while managing the usage rights of that data creating trust and transparency without which the entire ecosystem is threatened. This enables effective micro-licensing from individual developers to create comprehensive



solutions.

## AI Learning Provenance

While most people are aware that AI can enhance our daily lives and provide valuable insights, they rarely consider the ethical implications related to the use of AI. AI provides results based on the training – which is dependent on the input data.

database.

Racial or gender skewed data affects the result, an issue that Amazon's (facial) Rekognition technology for government has come under scrutiny for to the extent that Amazon may halt sales of the controversial product.

As AI becomes more prevalent, recording and analysis of the AI decision tree will become more important to create transparency with the AI learning inputs. Trusting the AI result



If the data used to train the AI is biased, the AI will consider that bias as absolute fact, in turn producing biased results. In 2016 Microsoft launched AI twitter chatbot 'Taytweets' that quickly turned racist and misogynistic, learning from other twitter posts. If the AI engine is exposed to more racist tweets, then it's more likely that the tweets generated will be racist.

If there are more fields representing a certain attribute or result, then the results are also often skewed and biased. The same goes for images – computer vision AI learns from only those images which it sees – those that are in its

requires trusting the underlying dataset, requiring process be implemented for vetting the data and its methodology.

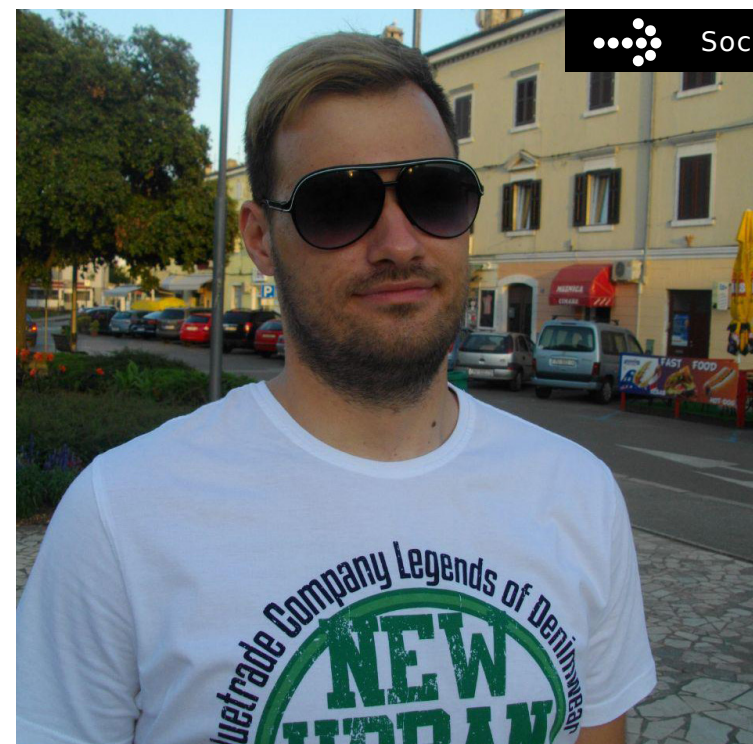
A distributed ledger of data inputs and the decision tree for the AI makes analysis on poor, biased and skewed performance possible and tamper-resistant.

**Blockchain technology holds the promise of adding structure and accountability to AI algorithms, as well as improve the quality and usefulness of**

# "INFLUENTIALS" ARE SWAYED BY THE PRINT

*An 'MRI Survey of the American Consumer' found that "influentials," those who have the ability to sway others are influenced most by print ads, with over 51% being influenced by magazines.*





## Social Media in Crypto Industry

various social media platforms: from bunch of local forums to mainstream social media channels like LinkedIn, Facebook, Twitter, Pinterest, Instagram, Reddit and Telegram.

Maybe the most important fact to stress is that social media is the fastest way for people to



DAVORIN BEBEK, social media specialist

receive their news. Two-thirds of American adults get their news from social media. How can crypto and blockchain projects benefit from having an excellent social media management team? Let's share some examples, for instanceW crypto community loves to stay in the know about current happenings and trends.

One of the biggest hurdles cryptocurrencies and other blockchain technologies face is

.....

educating potential customers. Blockchain and cryptocurrency aren't the easiest concepts to grasp, so social media is crucial for this aspect. If you wanna hire specific kind of person social media is the best platform to attract right people, also beginning of private or public sales, bonuses, bounty and airdrop programs can't be running without your social media presence.

**As long as cryptocurrency articles, news, and updates continue to dominate social media news feeds, the future looks bright for crypto-social media relationship.**

Social media continues to impact a lot of industries in profound ways and cryptocurrency and blockchain technology are not excluded from that influence also.

Much of cryptocurrency growth and popularity gains must be attributed and contributed to

THE KEY FACTOR IN EVERY PROMOTIONAL STRATEGY

# SOCIAL MEDIA

mouthpiece of the modern society





# Crypto Investment Times Relations Across

NURTURING RELATIONSHIPS ACROSS THE COMMUNITY



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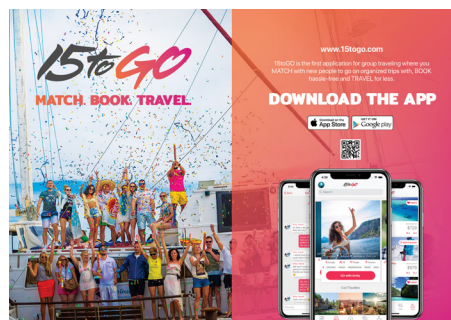
NexChange is a venture innovation and media platform, specialising in fintech, blockchain, AI, healthtech and smart cities. By creating a global O2O community, we create, market, invest into and access innovative products through the three divisions within the NexChange Group.

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The reality that the blockchain and cryptocurrency led wave is here to stay is something that can instantly gather a consensus among all the relevant stakeholders.



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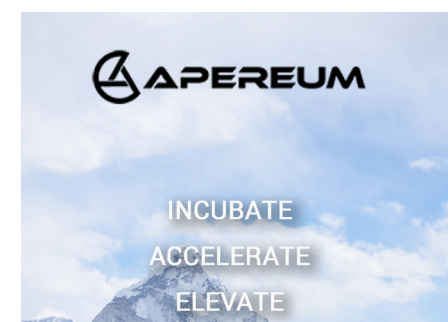
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SHOWCASING AND HELPING BUILD TRUST WITHIN THE INDUSTRY



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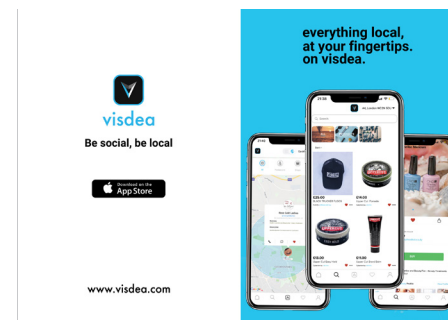
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