

# Ethereum Education Event

ETH\*BCN



Bridging Blockchain  
and Fintech

# WHO WE ARE?

# World State Hub



**Irina Sergeeva**  <https://www.linkedin.com/in/irina-sergeeva-al/>

A Web3 founder and digital art NFT enthusiast with a strong background in Web2 marketing, technical sales, go-to-market strategy, field enablement, and partner management. My experience spans launching strategies that empower teams, foster partnerships, and deliver impactful solutions in both global and local contexts.



**Alex Gray**  [www.linkedin.com/in/alex-gray-0xff/](https://www.linkedin.com/in/alex-gray-0xff/)

A developer and smart contract auditor based in Barcelona. I've been in crypto since 2016 with a Computer Science background from the Technion. I specialize in Python development, smart contract security, and Solidity. I'm passionate about building efficient tools, auditing code for vulnerabilities, and continually learning in the Web3 space.



# Agenda

- Event Overview
- Event Agenda
- Logistics and Promotion

# Event Overview



Introduction to the event  
and its objectives

# What is our project about?

Our project focuses on establishing a vibrant, high-quality blockchain community in Spain. By bringing together enthusiasts, developers, and industry professionals, we aim to create a hub for knowledge sharing, collaboration, and innovation.

The initiative aspires to position Spain as a key player in the global blockchain ecosystem, fostering growth and empowering individuals and businesses to explore the transformative potential of decentralized technologies.

# Our Mission

## Description of the Event

- Date: 10.04.2025
- This event serves as an entry point for fintech professionals into the Ethereum blockchain ecosystem. It is designed to provide an educational foundation, showcasing the transformative potential of Ethereum in the fintech sector while fostering engagement and curiosity.
- The session is structured as an educational experience, combining expert presentations, practical demonstrations, and interactive discussions to ensure a comprehensive understanding of Ethereum and its applications in fintech.
- Refer to the [\*\*Event Agenda\*\*](#) block for a detailed schedule of activities and topics covered.



# Event Purpose and Goals

// The primary goal is to onboard and attract fintech specialists to explore Ethereum blockchain technology. By bridging the gap between traditional finance and blockchain, this event aims to inspire innovation and collaboration within the Ethereum ecosystem.

- Educate beginners on Ethereum blockchain.
- Bridge knowledge between fintech and trade-fi.
- Provide basic blockchain knowledge.
- Highlight Ethereum's values: security, censorship resistance, transparency.





## Target Audience and Reach

- Target Audience: Students (MA Fintech + Blockchain at UPC).
- On-site attendees: Approximately 30.
- Online attendees: Approximately 100.

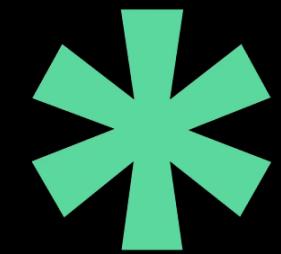
# Space

## Venue Options

- Barcelona Finance Hub by Aticco
- Norrsken
- UPC Campus



# Event Agenda



Detailed schedule and  
session breakdown

# Basic Blockchain Knowledge

- Duration: 50 minutes (session + Q&A).
- Introduction to blockchain technology.
- Differences between Ethereum and other blockchains.

1

# Tech Deep Dive Session

- Duration: 60 minutes (session + Q&A).
- In-depth look at Ethereum's architecture.
- Examples of protocols and their uses.

2

# Financial Module of Ethereum

- Duration: 45 minutes (session + Q&A).
- Financial applications of Ethereum.
- Real-world use cases and benefits.

3

# Logistics and Promotion



Planning, equipment, and  
marketing strategies

# Roadmap

## February

**Objectives:** Event organization

**Tasks:** Content preparation, venue hiring

**Deliverables:** Booked venue, speakers' decks

**700€**

## March

**Objectives:** Promotion of the event

**Tasks:** Launching promotion campaigns

**Deliverables:** Event page, promotion

campaigns, list of registered participants

**600€**

## April

**Objectives:** Final steps

**Tasks:** Catering, equipment hiring, dry-run

**Deliverables:** Event delivered, 30+ people

educated on-site, beginning of ETH

community in Spain

**200€**

# Budget

## Promotion Strategy

- Utilize university channels.
- Promote on Meetup platforms in Barcelona.
- Engage local communities: CryptoMonday, Web3 Family.
- Social media ads on Facebook, Instagram, Twitter, LinkedIn.
- Collaborate with influencers.

Expenses  
700€

# Budget

## Equipment and Extras

- Projector for presentations.
- Streaming camera for online attendees.
- Photo camera for event documentation.
- Microphones for speakers.

Expenses  
600€

# Budget

## Funding Request

- Projector for presentations.
- Streaming camera for online attendees.
- Photo camera for event documentation.
- Microphones for speakers.

Expenses  
200€

# Thank you!

**Contact Us:**

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