

# Women in Crypto:

How will Web 3 and  
the Metaverse Affect you?



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# Introduction



We are thrilled to announce the opening of the 2022 Women in Crypto campaign!

Following the success of last year's event, we're hosting our 2022 event in partnership with leading crypto publication, The Cryptonomist, featuring an interactive panel with a star-studded line-up from the crypto and blockchain industry.

Live from tech accelerator, Level39 in London, tonight, we will dive into the worlds of Web 3 and the metaverse. Leading female professionals will be discussing the role of their businesses in the virtual worlds and the footprint they leave on their consumers' lives.

Tonight will also kick off our 2022 Rising Women in Crypto Power List to recognise the achievements of women who are changing the face of the crypto sphere.

We're aiming to make this year's Power List bigger than ever by celebrating even more talents among female leaders working in the crypto niche, and have introduced additional awards for some very special women. Stay tuned for more information on how to get involved!

We hope you enjoy the evening!

*The women of Wirex*

# Let's look back on 2021

*Last year, we hosted the first ever live Women in Crypto event!*

Taking place at Level39, Canary Wharf, the 'Women in Crypto: Tech, Innovation & Digitisation' was livestreamed globally and in-person, gathering some of the most prominent female leaders.



Six women working within the crypto sector took us through the ways in which crypto is helping to change the world for the better:



## **Aruna Costa**

VP of Customer Success at Elliptic

## **Margarita Mukhmadeeva**

Head of Product UK and Western Europe at ECOMMPAY

## **Marija Riba**

Senior Product Manager at Wirex

## **Natasha Kundaiker**

Head of Marketing at Terra Virtua

## **Sam Yap**

CEO and Founder of YAP Global

## **Shefali Roy**

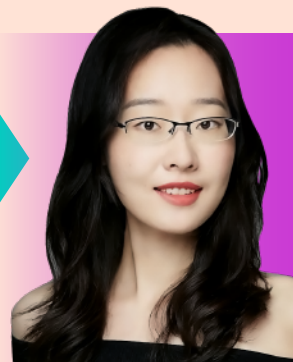
Board Member at MakerDAO

In addition, we received more than 200 entries from over 50 countries for our Rising Women in Crypto Power List, representing the achievements of talented women in the field. We selected 10 incredible women from all walks of life across the globe, working as leaders of women in blockchain groups, COO's of decentralised exchanges, and editors of crypto publications.

*We've reached to last year's Power List winners to find out what winning the award meant to them:*

*There are many innovative women in the crypto industry. Being named on the Power List, alongside nine other brilliant crypto influencers, is a true honor.*

This recognition is an affirmation of being an entrepreneur, a woman, and a crypto builder. This encourages me to stand up and share my story to inspire more people, especially women, to choose their careers with confidence, vision, and courage.



**Diane Dai**

CMO and Co-Founder, DODO



*As an entrepreneur on the go all the time, and especially in a new space such as Blockchain Technology, being recognised for my work and the impact I am making is humbling and appreciated.*

**Lavinia Osbourne**

Founder of the Women in Blockchain Talks

Ultimately, the win built on my confidence and vigor to continue with my mission to bring 50k Women into Blockchain by 2023.



**Scan to read more about last year's campaign!**

# The 2022 Women in Crypto panel discussion

*For tonight's event, we've pulled together six heavyweights from the crypto, blockchain and payments industries to demystify the idea of the metaverse and Web 3.*

They'll be drawing on their experiences to give unique insights into how these frequently discussed concepts will affect you.

## Meet the host



**Lauren Ingram**

Lauren is the Founder of **Women of Web3**, a community helping women make the leap into the world of Web 3.0 through job opportunities, learning resources and connections.

She is a marketing leader with experience in agencies and tech companies including Meta, where she was responsible for Meta's multimillion dollar program for female entrepreneurs, **#SheMeansBusiness**.

# Meet the speakers



## Camilla McFarland

VP & Head of Customer Success for Mojito

Camilla is a VP and Head of Customer Success for **Mojito**, a revolutionary NFT platform for brands entering Web 3. At Mojito, Camilla partners with major brands to craft and launch their metaverse strategies from fashion, sports, luxury, gaming, music, entertainment, hospitality and more, offering brands new multidimensional and dynamic ways to engage with their fans.



## Caroline Hughes

Co-Founder and CEO at Lifetise

Caroline is the Co-Founder and CEO of **Lifetise**, an award-winning consumer fintech company that helps you plan how to afford major life events, like buying a home or having children. Caroline has been named as a Senior Leader and Rising Star of Fintech on **Innovate Finance's Women in Fintech Powerlist** in 2020 and 2021.



## Kerry Elsdon

VP of Global Digital Marketing at Mastercard

Kerry is the VP of Global Digital Marketing at **Mastercard**.

She's an active leader in driving disability inclusion within Mastercard and beyond and has the pleasure of being Co-Chair for ADAPTability BRG.



## Lavinia Osbourne

Founder & Host, Women in Blockchain Talks

Lavinia is an established agent for change in blockchain, and an entrepreneur at the vanguard of NFT development and futurist for the emergent metaverse.

Through her work with WiBT she has won and been nominated for accolades such as the National Diversity Award for Community Organisation and Best Diversity Resource/Initiative Award; whilst as an individual, she is one of Wirex's Rising Women in Crypto 2021, a TechWomen100 winner, a 2021 LinkedIn Top Voice in Tech & Innovation, and a Cog X winner 2022 of Gender Equality Leader



## Seema Khinda Johnson

Co-Founder & COO at Nuggets

Seema is Co-Founder & COO at Nuggets – a multi-award-winning, self-sovereign verified digital identity and payment platform.

Seema sits on the ID2020 Technical Advisory Committee, and recently won both Deutsche Bank's Female Fintech Competition, and the Women in Payments' Unicorn Challenge.

She was named Booking.com Technology Playmaker Entrepreneur of the Year, and listed as one of Payments Source's Most Influential Women in Payments.



# The 2022 Rising Women in Crypto Power List

*Tonight's event will be used to open nominations for the 2022 Rising Women in Crypto Power List.*

We launched the Power List in 2020 in an effort to recognise females working in the space, celebrate their achievements, and demonstrate to others the opportunities that lie in the crypto sector for males and female alike.

With the crypto and blockchain sectors evolving at an astronomical rate, there's a growing demand for people to fill roles working in it, and it's vital we develop the Power List each year to reflect this.

As the List enters its third year, like previous years, we'll be inviting nominations of women in the crypto sector demonstrating unprecedented levels of **achievements, potential, influence, ambition, leadership skills and innovation**. From this, we'll work with the judges to pick out the top ten.

But for 2022's Power List, we've introduced three additional awards to recognise women in a specific way. Firstly, social media influencer of the year, for those using the power of social media to influence others. Secondly, newcomer of the year, for someone that's been in the crypto sector for less than three years.

*And finally, young Ukrainian of the year, an award to show our support and solidarity following the Russian invasion of Ukraine. This award is particularly important to us given that Wirex's largest office of R&D employees is based in Kyiv, with a large proportion of females whose lives and careers have been hugely affected. This will recognise one female working in the crypto sector from Ukraine, who will win a grant of £1000's worth of WXT to help them pursue their career in these difficult times.*



Nominations are open until the **18<sup>th</sup> October**, whilst the winners will be announced on the **8<sup>th</sup> November**.

Scan to nominate yourself or someone you know!

## Meet the judges

And who better to decide on these Power List winners than an all-star line-up of judges from across the crypto and blockchain sectors? They'll be pulling in their past experiences to look at all the nominations and deliberate over who should be selected for the 2022 List.



### Amelia Tomasiccio

Amelia is the co-founder and editor-in-chief of The Cryptonomist. She's also a marketing teacher at Digital Coach in Milan, and is writing a book about NFTs while helping artists and companies to enter the sector.



### Diana Carrasco-Vime

Diana is the Non-Executive Director of Wirex and Managing Director of Merchant Services at Lloyds Banking Group. She brings 20 years' worth of international experience in innovation for consumer and commercial financial services, having worked in all areas of payments and banking.



## Genevieve Leveille

Genevieve is the Principal Founder and CEO of AgriLedger. She was among 10 inspirational finalists on the 2021 Rising Women in Crypto Power List.



## George Coxon

George is the Director of the Nano Foundation, on a mission to make the global economy equal and open to all.



## Grace Berkery

Grace is the global lead for Mastercard's Start Path Crypto Track and a co-founder of Belle Block, Mastercard's community focused on empowering women and non-binary individuals to use Web 3 technology and cryptocurrency.



# 8 weeks of Women in Crypto content

*Over the next 8 weeks, whilst nominations are open and we wait to announce our winners of the Power List, we'll be rolling out a huge amount of content to inspire and educate everyone.*

This will be hosted on Wirex's blog and social media channels, and will include:

- A lookback on our **2021 campaign**
- What it's like to work in the crypto sector during the Ukraine war
- A series delving into a day in the life of our female **Wirex employees**
- A series of content from influencers with tips/tricks for using and working in the space



# Who are Wirex?

Wirex is a worldwide digital payment platform and regulated institution that has forged new rules in the digital payments space.



*In 2015, the firm developed the world's first crypto-enabled payment card that gives users the ability to seamlessly spend crypto and traditional currencies in real life.*

Wirex was created in 2014 by CEOs and co-founders Pavel Matveev and Dmitry Lazarichev, who identified the need to open up the esoteric world of cryptocurrencies and make digital money accessible for everyone.

With the core aim of making it as easy as possible to use digital assets in everyday life, Wirex provides a trusted and cost-effective service for crypto and traditional currency transactions by incorporating the next generation of payments infrastructure integrated with cryptocurrency blockchains.

With over 5 million customers across 130 countries, the company offers

secure accounts that allow customers to easily store, buy and exchange multiple currencies instantly at the best live rates on one centralised mobile app.

Quick and simple crypto transfer options are available, as well as the freedom to spend 150+ traditional and cryptocurrencies in more than 80 million locations around the world using the Wirex card.

Wirex continues to develop the product in line with market developments, whilst adhering to regional regulations and securing appropriate licensing where it exists.

A proven industry pioneer, Wirex launched their own native utility token, WXT, and introduced the world's first crypto reward programme, Cryptoback™, which earns cardholders up to 8% back in WXT for every transaction they make.

To reflect the growth of the metaverse, throughout 2021, the company has expanded their product to enable mainstream access to DeFi. Starting with the launch of their popular X-Accounts feature, offering unprecedented levels of interest, Wirex has continued to add to their DeFi arsenal with the release of the non-custodial Wirex Wallet and a partnership with Nereus, a decentralised liquidity market

Wirex is based in London, with offices in Singapore, Kyiv, Dallas, Dublin and Atlanta. With over \$5bn worth of transactions processed already and rapid expansion into new territories, including the US, Wirex is uniquely placed to support and promote the mass adoption of a cashless society through creative solutions.

Starting from February 2022, Wirex donates all the revenue earned from in-app transactions to Ukraine humanitarian efforts. The company's largest office is based in Kyiv and Wirex stands with everyone affected by the war.

As a long supporter of democratising access to crypto, Wirex's 'Women in Crypto' campaign was created in 2020 and endeavoured to recognise talented female leaders working in the sphere. With the core aim of celebrating women in the crypto sector and encouraging others to get involved, they launched the Rising Women in Crypto Power List, asking for nominations of women that had done incredible things in the crypto sector. Having a large percentage of female employees at the company, this initiative is close to their hearts and they hope to continue for years to come.



# Who are The Cryptonomist?

*We are happy to announce a media partnership with The Cryptonomist for this year's Women in Crypto campaign.*

The Cryptonomist is a punctual and rigorous information site to offer news and updates to its readers, but also authoritative in having opinions and making a disclosure on the most innovative aspects of the crypto economy.

It aims to become the most authoritative online newspaper in Italian and English and narrate an economic and technological revolution that conquers more and more spaces and consents compared to traditional models of production and exchange.

Written in a simple and captivating way, The Cryptonomist also provides videos and insights on the most current topics made by leading experts in the field. The Cryptonomist is also a marketing agency, helping crypto and fintech companies and start-ups to advertise their projects.

With more than 1 million readers per month, the publication is leading the Italian and Swiss media market.

the **C**ryptonomist



# FACQ

## (Frequently Asked Crypto Questions)

### What is Web 3?

Web 3 (Web 3.0) defines a new generation of the Internet, including its' infrastructure and applications. It aims to address concerns over privacy and control with the existing Internet (Web 2). Although we're still some way off from seeing Web 3 become a reality, in recent years, the idea of Web 3 has been associated with the principle of DAO, crypto, and blockchain technologies.

### What is the difference between Web 2 and Web 3?

Web 2 represents today's internet, with Web 3 the future. Although the concepts of Web 2 and Web 3 are similar, there are key differences between them. For instance, Web 2 is centralised, being operated by a few central tech companies, whilst Web 3 is decentralised, meaning users will own their digital assets, personal data and identity. Web 2 uses IP addresses and relies

on HTTP, whilst Web 3 has no unique identifiers and uses TCP/IP protocols to communicate with users and servers.

### What is the metaverse?

The metaverse is a shared augmented reality linking the physical and digital worlds, where users can work, play sports, go to concerts, watch movies, hang out, and even get married. Tech companies from Microsoft to Meta are merging technology to create a metaverse that combines aspects of social media, crypto, augmented reality (AR), virtual reality (VR), and online gaming so users can act and interact virtually.





### How can you access the metaverse?

There are numerous platforms that can help you jump into the metaverse. Virtual/augmented reality headsets will help you move around, a non-custodial wallet will help you exchange and purchase assets in the digital economy, and access to the internet will help you visit applications and websites in the metaverse.

### What can I do in the metaverse?

Everything. Literally everything. You can buy real estate, attend concerts and other events, do shopping, make new friends, interact with you colleagues, get married, and even apply for a job!

### Is the metaverse safe?

The possibilities in the metaverse are enormous. But still, users of the metaverse virtual worlds might face several risks like privacy issues, cyberbullying and harassment, mental health issues, and identity theft. Many businesses are taking steps to ensure that users are protected and in control within this virtual world.

### How can you make payments in the metaverse?

The most common way to make a payment in the metaverse is using cryptocurrencies, blockchain technology and DeFi. For instance, Ethereum is a popular choice when it comes to buying property in the metaverse, along with SAND (The Sandbox gaming platform currency) and MANA (a token that powers the Decentraland platform).

### What is cryptocurrency?

Cryptocurrency is a digital means of exchange secured by cryptography, which makes it virtually impossible to counterfeit.

The terms 'cryptocurrency' and 'Bitcoin' are often used interchangeably, but in reality, Bitcoin is just one example of cryptocurrency. It was created in 2009 by the pseudonymous Satoshi Nakamoto and was the first of many subsequent cryptocurrencies.

Today, there are over 11,000 cryptocurrencies in existence, with more being created every day,

and there are different types of cryptocurrencies, including altcoins, utility tokens, security tokens and stablecoins.

### **What are the benefits of cryptocurrency?**

Cryptocurrency not only eliminates the control of governments of financial institutions, but it also offers faster processing times and lower transaction costs compared to fiat currency.

Cryptocurrency transactions are more secure, since they use a technology called public-private key encryption, and are irreversible, since blockchain records cannot be altered.

### **What is blockchain technology?**

Blockchain is a type of database which collects, stores and transfers information. It essentially describes 'blocks' of digital information stored in a decentralised public database (the 'chain'). The data in question isn't controlled by any central authority and can't be altered.

Blockchain is the technology that underpins cryptocurrency, and can also be integrated into a number of other areas.

### **What is DeFi?**

DeFi stands for Decentralised Finance and describes the bigger picture behind crypto – an entire financial system (which cryptocurrencies are a part of) built on blockchain technology.

DeFi takes the benefits of blockchain and applies them to complex, real-world use cases, by disassembling traditional financial services and decentralising them.

### **What is an NFT?**

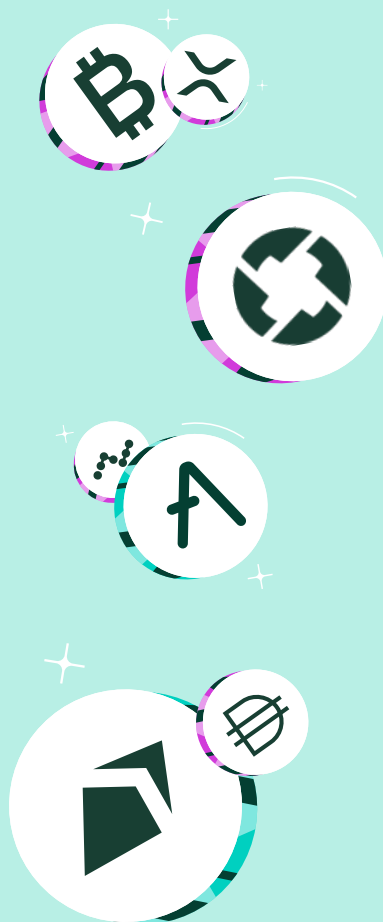
An NFT is a non-fungible token, a digital asset stored via a smart contract on the blockchain. They contain easily traceable information, are one-of-a-kind, and can come in many different forms, from graphic design to music or even a digital house.

### How are NFTs used in the metaverse?

NFTs are a part of the metaverse economy and will allow items to be bought and sold on the blockchain. They provide a certificate of ownership, meaning you could buy a piece of property in the metaverse, or invest in digital artwork to add to your collection.

### What does the NFT space have to do with the gender gap?

With the crypto scene still being perceived as male-dominated, the NFT space has a unique opportunity to even the gap as female artists move into the space and make it their own. In addition, women are trying to make the NFT space more inclusive by joining efforts and creating communities.



### Social Media Channels



Facebook



Twitter



LinkedIn



YouTube



Instagram

