

# Women in Crypto:

Tech, Innovation & Digitisation



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About Wirex and UKTN

# Welcome to Women in Crypto 2021!

Following the success of our 2020 campaign we wanted to make this year even more exciting. In partnership with UKTN, we're using this campaign to highlight all of the amazing achievements happening in the crypto and digital sectors. We've brought together a panel of industry pioneers to share their insights on how digitisation is changing the world. They'll cover everything from the future of payments to NFTs and DeFi, as well as their own roles in the ever-expanding crypto industry.

Today, we will also be launching the 2021 Rising Women in Crypto Power List. Last year we received over 300 entries before our judges chose the ten most inspirational women at the forefront of the crypto industry. With so many women leading and shaping the field, we're hoping to recognise even more talent this year. [Stay tuned for more information on how to get involved with this year's Rising Women in Crypto Power List.](#)

Whether you've been working in the crypto industry for years or you're brand new to the scene, we want to make this space open to all. We've put together some useful information to give a brief overview, and our panellists will build on this as they share their insights and discuss their experiences with crypto and digitisation.

We hope you enjoy the evening!

*The women of Wirex*

# Why ‘Women in Crypto’?

There are currently over  
**75 million**  
crypto wallet holders worldwide

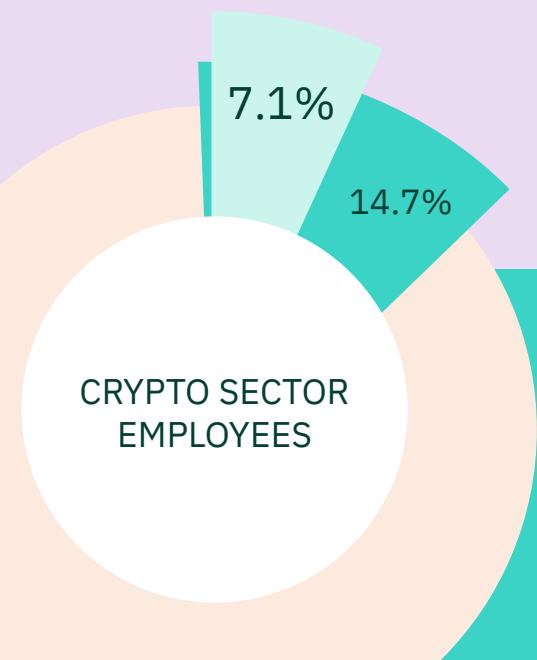
According to eToro, as of Feb 2021,  
**only 15%**  
of crypto traders are women

In Dec 2020, eToro also reported a  
**366% rise**  
in the number of female sign-ups

Crypto adoption is growing at an astronomical rate. However, the number of women owning, using and working in crypto are still in their minority. The only way we can achieve mainstream adoption is with female participation, and it's vital we encourage this now.

As a group of women who work in the crypto space, here at Wirex, we think it's important to empower everyone to enjoy the advantages of a world where all currencies are equal. By offering a platform to celebrate women's achievements in the industry through this campaign, we hope to inspire others around the world to get involved.

There are a lot of talented women who are rarely recognised – this is their time to shine.



According to a 2018 LongHash survey which analysed 100 blockchain startups, only 14.7% of crypto sector employees were female, and of this, only 7.1% held executive positions.

# A Look Back on our 2020 Power List

In 2020 we launched our ‘Women in Crypto’ campaign and ‘Rising Women in Crypto Power List’ for the first time – and the reception was great.

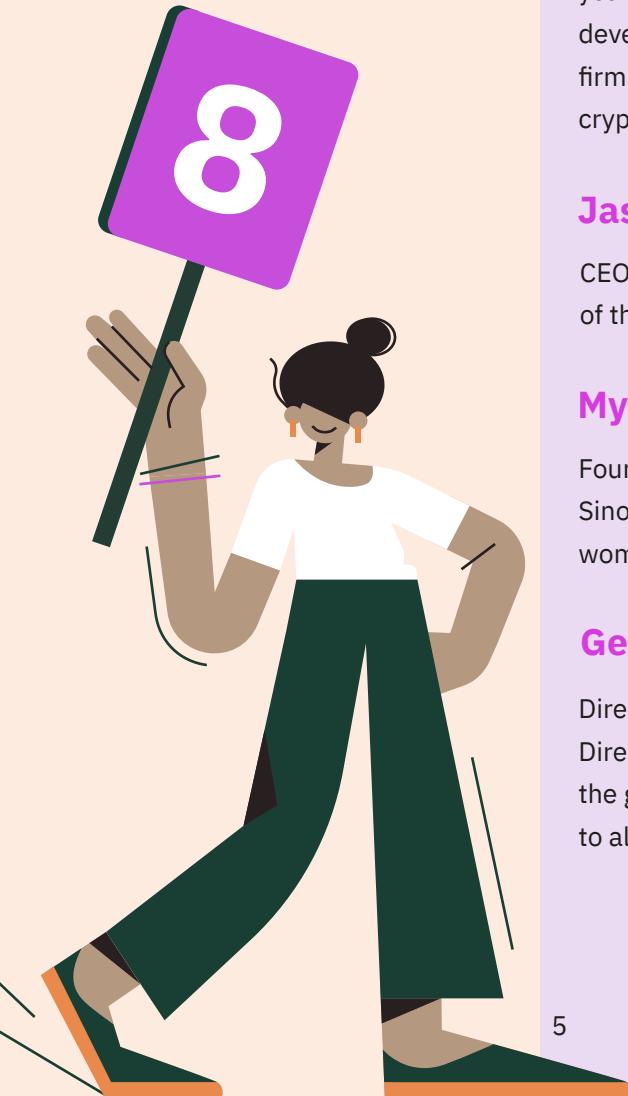
Last August, we opened the Power List to showcase influential and promising women involved in our field – whether they were working with crypto, investing in crypto or just making waves in the crypto space. We welcomed people to nominate themselves, or someone they believed was an inspiring leader, no matter if they were a rising star or a seasoned veteran in the field.



When we closed the Power List on 30th September, we'd received an amazing **367 entries**, representing women from all walks of life, backgrounds and regions.



# Working with a panel of judges, including:



## Dr. Ruth Wandhöfer

Global Fintech 50 Influencer, former Global Managing Director at Citi, VC investor for fintech in Gauss Ventures, I-NED and advisor

## Pavel Matveev

CEO and co-founder of Wirex, with 15 years' experience in software development and IT management, and firm advocate of the mass adoption of cryptocurrencies

## Jason Williams

CEO of The Fintech Times and Founder of the Fintech Power 50

## Myrtle Ramos

Founder of Blocktides and Co-CEO of Sinofy, renowned for empowering women and youths through blockchain

## George Coxon

Director at Nano Foundation and Director of Appia, on a mission to make the global economy equal and open to all

# We concluded our final 10:

- |   |   |    |   |
|---|---|----|---|
| 1 | Noelle Acheson, Director of Research at Coindesk                      | 6  | Lenka Hudáková, Events Manager at Maker Foundation              |
| 2 | Sofie Blakstad, Founder and CEO at hiveonline                         | 7  | Elizabeth Kukka, Executive Director at Ethereum Classic Labs    |
| 3 | Susan Crew, Content Creator at Crypto Granny                          | 8  | Christina Lomazzo, Blockchain Lead at UNICEF                    |
| 4 | Professor Tonya M. Evans, Professor at Dickinson Law                  | 9  | Simone Maini, CEO at Elliptic                                   |
| 5 | Lucy Gazmararian, Associate Director at PwC Crypto & Fintech Advisory | 10 | Inbal Polak, Director of Fund for Digital Assets at YRD Capital |

We've picked out some headline facts and figures from those entries, which we've pulled together below. Find out a bit more about some of the entries:

## Our Women in Crypto Longlist

We were thrilled to have a total of 367 nominations from all over the world!

**91%**

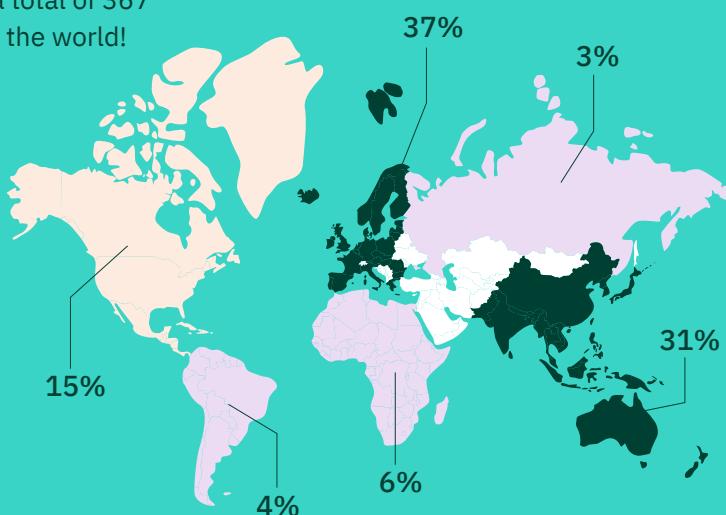
of nominees have worked in the crypto industry for less than 7 years

**75**

nominations were received by our most popular nominee

**50**

countries represented



# Meet the Panelists



**Margarita Mukhmadeeva**  
**Head of Product, ECOMMPAY**



**Marija Riba**  
**Senior Product Manager at Wirex**

*“How Businesses Can Benefits from  
Crypto Payments”*

Margarita has 10+ years of experience in project management in different spheres like art, design, and IT. She began her ECOMMPAY career as Project Manager, but quickly found herself fluent in payments, technology, and product.

Rising quickly through the ranks to become Head of Product, Margarita has recently relocated to London to oversee the payment service provider's products in UK and Western Europe.

*“How Blockchain is Building a Better  
World for Everyone”*

With over 7 years' experience in fintech, Marija Riba is deeply committed to Wirex's vision of making all currencies equal and open to all.

Her expertise is in coordinating product releases - such as the recent Wirex Mastercard launch, collaborating with partners to educate consumers about the benefits of digital currencies, as well as conducting research into mass cryptocurrency adoption and the democratisation of financial access.



**Aruna Costa**  
**VP of Customer Success at Elliptic**

***“Tracking Ransomware: A Case Study of the Role of Blockchain Analytics”***

Aruna leverages her deep experience as a practitioner in financial crime and fraud to advise Elliptic's customers on the evolving risks and regulatory requirements for cryptoassets.

With a decade in traditional forensic investigations, financial crime prevention, and compliance at Kroll and EY, Aruna applies real-world experience when guiding customers on how to best use Elliptic's crypto AML software and services.



**Samantha Yap**  
**Founder and CEO of YAP Global**

***“Shaping the DeFi Narrative”***

Samantha Yap is the Founder & CEO of YAP Global, a PR agency with a focus on helping meaningful blockchain, cryptocurrency and decentralised finance (DeFi) teams tell their stories on the global stage.

With her expertise & leadership she has built YAP Global to be the link between the complicated, unknown cryptocurrency technology and mainstream press.

She has past experience working as a journalist in Jakarta, Melbourne, Kuala Lumpur and Hong Kong.



**Shefali Roy**  
**Board Member and Investor at  
MakerDAO**

***“DeFi: The Great Economic  
Equaliser”***

Shefali Roy is an Angel investor and invests globally in startups at the pre seed, seed and A rounds in companies building products in Fintech, the Creator Economy, FemTech, and the Future of Work.

She sits on the Boards of Adas List – a women in technology network, the Barefoot College – a social enterprise that teaches women how to become solar engineers, and MakerDAO – a crypto entity using the DAI stable coin to facilitate decentralised finance globally. Between 2016 – 2020, Shefali was named on Innovate Finance's Most Powerful Women in FinTech List, and in 2017, she delivered her first Tedx talk, on ethics and business.



**Natasha Kundaiker**  
**Head of Marketing at Terra Virtua**

***“NFTs: Turbo Charging Fandom”***

Natasha is the Head of Marketing at Terra Virtua – the world's first fully immersive social, digital collectables platform.

With over 10 years' experience managing consumer marketing campaigns across film, TV, gaming, lifestyle and digital, she joined Terra Virtua in August 2021 with a focus on bringing NFTs to the mainstream.

# FACQ

## (Frequently Asked Crypto Questions)

### 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.

### 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 are the different types of cryptocurrencies?

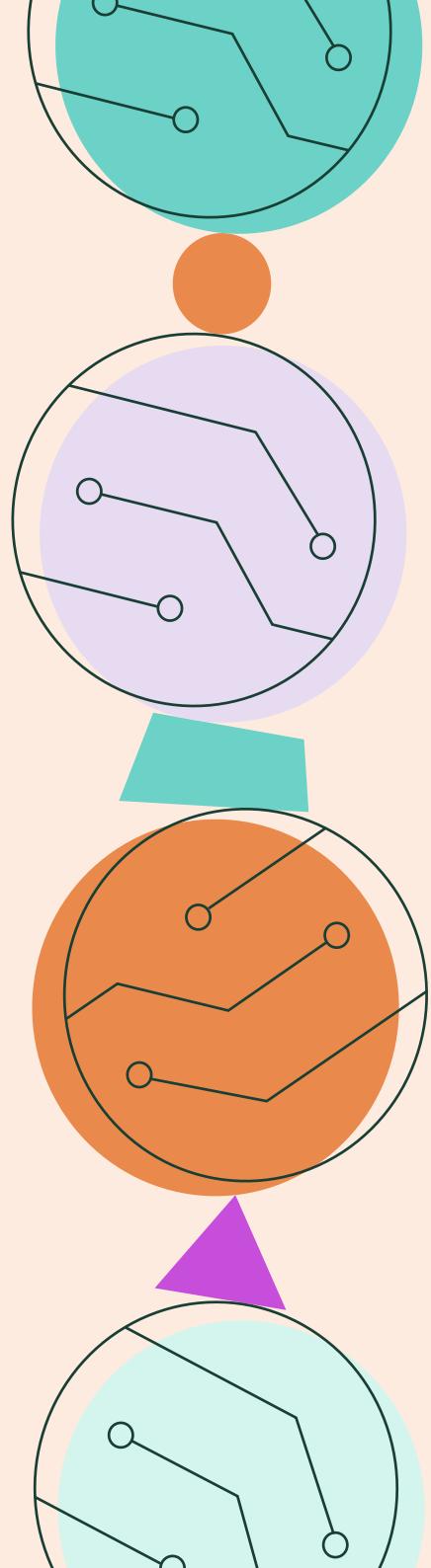
Cryptocurrencies come in many forms. A few you might have come across are altcoins, utility tokens, security tokens and stablecoins.

The term ‘altcoin’ describes any cryptocurrency that is an alternative to Bitcoin but is structured in the same way.

A utility token is a type of cryptocurrency that has a specific purpose. They are usually designed to be used on a specific platform or to redeem a certain service, and are often offered as the result of an ICO (Initial Coin Offering). A utility token’s value does not relate to the issuing company’s valuation.

Security tokens, on the other hand, represent a share in the company issuing them. They are sometimes known as investment tokens, as those who buy them generally hope to turn a profit from them. The value of a security token directly correlates to the company in question’s valuation.

Stablecoins aim to address the issue of volatility faced by regular cryptocurrencies by maintaining a stable price. They do so by tying their value to an external asset such as a fiat currency.



## What are the benefits of cryptocurrency?

Cryptocurrency not only eliminates the control of governments or financial institutions, 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, as well as irreversible, since blockchain records cannot be altered.

## How are cryptocurrencies created?

Bitcoin and many other cryptocurrencies are generated through a process known as mining, or Proof-of-Work. This involves incentivising people to mine blocks of a blockchain, i.e. solve complicated cryptographic puzzles with high-powered computers, in return for rewards.

Proof-of-Stake is another popular method, which - unlike mining - doesn't rely on computers. Instead, it incentivises people to create and validate blocks by staking a minimum amount of crypto to the network.

## 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 are NFTs?

NFTs (non-fungible tokens) are digital assets that represent unique tangible or intangible items. Unlike bitcoin and other cryptocurrencies, they are not mutually interchangeable, which means they cannot be directly exchanged with one another.

# 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 nearly 4 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 61 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 2% back in WXT for every transaction they make.

Wirex is based in London, with offices in Singapore, Kyiv, Toronto, 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.

As a long supporter of democratising access to crypto, Wirex's 'Women in Crypto' campaign was created in 2020.

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.

With a large percentage of female employees at the company, this initiative is close to their hearts and they hope to continue it for years to come.



# Who are UKTN?



UKTN is the first and foremost resource for news, features, expert insight and analysis on the UK's burgeoning technology sector.

They cover all aspects of technology, why it matters to our lives and the innovative businesses and people behind it. UKTN have established themselves as the voice of the community and the major platform for companies driving the technological growth in the digital capital of Europe.