PROOF OF TALK

The Davos of Web3

June 2–3, 2026 | Louvre Palace, Paris

Before You Begin: What You're Building For

Proof of Talk is not a conference. It's a curated room of 2,500 decision-makers who collectively control $18 trillion in assets. 85% of our attendees are C-suite executives, fund managers, or founders with real capital deployment authority.

At 20,000-person conferences, you search for the right person. At 2,500, you transact with them. That's the difference. Our speakers include Barry Silbert, Cathie Wood, Jenny Johnson, and senior executives from BlackRock and Goldman Sachs. Our Content Council features veteran journalists from Bloomberg, Forbes, Fox Business, and CoinDesk.

We compete on decision-maker density, not headcount. Everything we build serves one purpose: making the most valuable connections in digital assets happen faster.

Why You Get to Choose Your Challenge

At XVentures, we don't believe in fitting people into boxes. We believe in strength-based management — designing roles around what people are naturally great at, not the other way around.

AI is dissolving the old boundaries. A marketer can now build dashboards. A developer can produce cinematic video. An analyst can write converting copy. The most valuable people in 2026 are the ones who cross lanes — who combine skills that didn't used to fit in the same job description.

That's why we're not assigning you a case study. We're letting you pick the one that pulls you in. The choice itself tells us something about who you are and what energises you. There is no wrong answer — only your answer.

Internal Entrepreneur

XVentures Labs × Proof of Talk

Build the AI Matchmaking Engine That Changes How 2,500 Decision-Makers Connect

Role:	Internal Entrepreneur — AI Product Builder
Division:	XVentures Labs
Event:	Proof of Talk 2026 — Louvre Palace, Paris
Deadline:	Sunday, end of day (this week)
Minimum Deliverable:	Product concept + architecture + business case
Maximum Deliverable:	A clickable prototype or working MVP
Tools:	Anything — AI, no-code, code, APIs, your imagination
What's at Stake:	This role leads to a full-time position

1. This Case Study Is Different

> **This is not a test. This is a real business opportunity.** We're looking for someone to own a product from zero to one — to think like a founder, build like an engineer, and ship like someone whose name is on the product. If your submission is exceptional, it doesn't stay a case study. It becomes a product inside XVentures Labs, and you become the person running it.

XVentures Labs is the venture-building arm of XVentures Group, our VC fund with 100+ portfolio companies. Labs doesn't invest in other people's ideas — it builds its own. We identify high-conviction opportunities, assign an internal entrepreneur, and provide the resources, network, and capital to bring the idea to market.

The Internal Entrepreneur role is not a typical internship. You won't be shadowing someone or doing administrative work. You'll be entrusted with a real business idea, given autonomy to execute it, and measured on what you ship. If you succeed, the internship transitions into a full-time position as the product lead.

2. The Problem Worth Solving

Proof of Talk brings 2,500 decision-makers into the Louvre Palace for two days. They collectively control $18 trillion in assets. 85% are C-suite. The entire value proposition rests on one thing: the quality of connections that happen in the room.

But here's the paradox: even with the highest decision-maker density of any Web3 event, attendees still miss the people they should be meeting. A sovereign wealth fund allocator sits three tables away from the tokenisation startup they've been looking for — and neither of them knows it. A blockchain infrastructure CEO spends two days next to a DeFi protocol founder without realising they both need the same institutional partner.

Current conference networking tools are broken. They're glorified attendee directories — scroll through a list, filter by company, maybe send a generic "Let's connect!" message. For a $5,000-per-ticket event at the Louvre, this is embarrassingly inadequate.

We want something fundamentally different: an AI-powered matchmaking engine that understands who each participant is, what they need, and who they should meet — before they walk through the door.

3. Your Mission

Design, architect, and — if you can — build a working version of the Proof of Talk AI Matchmaking Engine. Think of yourself as the founding product lead of this tool. Your submission should demonstrate:

A. Product Vision

- **What does the matchmaking experience look like?** Walk us through the user journey from the moment an attendee registers to the moment they sit down for a meeting at the Louvre.

- **What makes this 10x better than existing tools?** Brella, Grip, Hopin — they all exist. Why is yours different? What does AI enable that keyword filtering can't?

- **How does this reinforce Proof of Talk's brand?** We're the "Davos of Web3." The matchmaking tool should feel like it belongs to a $5,000 event, not a free meetup.

B. Data Intelligence

The tool should pull from and synthesise multiple data sources for each attendee:

Source	What's Available	Intelligence Value
Registration Form	Name, company, title, ticket type (Delegate/Sponsor/Speaker/VIP), self-selected interests, free-text: "What do you want from this event?"	Structured but shallow. People self-report generically.
LinkedIn	Career history, education, skills, posts, connections, company size, recent activity	Rich professional context. Reveals expertise, trajectory, and current focus.

Company Website	About page, product descriptions, team, press releases, blog posts	Shows what the company actually does vs. what the title suggests.
X / Twitter	Recent tweets, retweets, bio, engagement patterns	Real-time interests, opinions, and industry positioning.
Crunchbase / PitchBook	Funding rounds, investors, acquisitions, financial data	Investment thesis, deal stage, capital availability.
Previous POT Data	Past attendance, sessions attended, meetings taken, feedback	Returning attendees — know what worked and what didn't.

C. Matching Intelligence

This is where the AI matters. We don't want keyword matching. We want complementary intelligence:

- **Complementary matches:** A fund looking to deploy $50M into RWA meets the top 3 RWA startups at the event. A regulator meets the builders who can inform their framework.

- **Non-obvious connections:** A gaming infrastructure CEO and an insurance protocol founder — both solving the same underlying identity verification problem from different angles.

- **Contextual explanations:** Every match comes with a clear reason: "You're both exploring institutional DeFi adoption" or "Their fund is actively investing in your vertical at your stage."

- **Deal-readiness signals:** Prioritise matches where both parties are in a position to transact — not just talk.

D. Business Case

Think like a founder, not just a developer. Address:

- **Revenue model:** How does this tool generate revenue? Standalone SaaS? Premium feature for POT tickets? White-label for other events?

- **Competitive moat:** What makes this defensible? (Hint: proprietary data from an exclusive event is a moat.)

- **Unit economics:** What does it cost to run per event? Per user? What's the margin?

- **Scalability:** Could this work for other XVentures portfolio events or be licensed to third parties?

4. Test Profiles — Show Your Matching Logic

Use these five fictional attendees to demonstrate your matching approach. The best candidates will find connections that aren't obvious from the surface data:

Profile 1: Amara Okafor

Title: Director of Digital Assets, Abu Dhabi Sovereign Wealth Fund

Mandate: Deploy $200M into tokenised real-world assets and blockchain infrastructure over 18 months. Focused on regulated custody solutions and institutional-grade DeFi protocols.

Looking for: Startups with regulatory clarity, audited smart contracts, and institutional partnerships. Also interested in co-investment opportunities with other sovereign and pension funds.

Profile 2: Marcus Chen

Title: CEO & Co-Founder, VaultBridge (Series B, $40M raised)

Product: Institutional custody and settlement infrastructure for tokenised securities. Live with 3 European banks and 2 asset managers.

Looking for: Strategic investors (not just financial), partnerships with exchanges and custodians, and introductions to Middle Eastern sovereign wealth funds exploring tokenisation.

Profile 3: Dr. Elena Vasquez

Title: General Partner, Meridian Crypto Ventures ($500M AUM)

Thesis: Infrastructure plays at the intersection of TradFi and DeFi. Looking for Series A-B companies with institutional traction, not just retail hype.

Looking for: Deal flow that matches her thesis, co-investors for larger rounds, and portfolio company introductions to strategic partners.

Profile 4: James Whitfield

Title: CTO, NexaLayer (Layer-2 scaling solution)

Product: Enterprise-grade L2 with built-in compliance modules. Targeting regulated financial institutions that need blockchain throughput without sacrificing KYC/AML.

Looking for: Banks and asset managers willing to pilot the technology. Also seeking infrastructure partnerships for cross-chain settlement.

Profile 5: Sophie Bergmann

Title: Head of Digital Assets Innovation, Deutsche Bundesbank

Focus: Exploring central bank digital currency (CBDC) infrastructure and regulatory frameworks for tokenised securities under MiCA.

Looking for: Technology providers with compliance-first approaches, academic collaborators, and private sector partners for regulatory sandbox participation.

Your task: *Show us the match recommendations for each profile. Who should meet whom? In what order of priority? And critically —* **why?** *The non-obvious connections are what separate a great submission from a good one.*

5. Submission Levels

This case study is designed for ambitious builders. You decide how deep you go:

Level	What You Deliver	Skills Demonstrated	Time Estimate
Level 1	Product concept document: vision, architecture diagram, data strategy, matching logic, business model, match recommendations for the 5 profiles with reasoning	Product thinking, strategic reasoning, business acumen	4–6 hours
Level 2	Everything in Level 1 + wireframes/UI mockups + a working script or notebook that takes the sample profiles and	+ UX design, prompt engineering, basic AI integration	8–12 hours

	produces AI-generated match recommendations		
Level 3	Everything in Level 2 + a clickable prototype or working web app: real data enrichment (LinkedIn/web scraping), AI matching pipeline, match explanations, and an organiser dashboard	+ Full-stack development, API integration, AI/ML pipeline design	15–25 hours

> **Level 2 is enough to pass but likely you will only pass with a good level 3.** Level 3 is enough to start a company. Go as far as your skills and ambition take you. If you attempt Level 3 and don't finish — that's fine. Show us where you got, what you learned, and what you'd do next.

6. What We're Really Evaluating

This case study is designed to reveal how you think as an entrepreneur, not just what you can build:

- **Founder instinct:** Do you see the business opportunity, not just the technical problem? Can you articulate why this product should exist and how it makes money?

- **Taste and judgement:** Does your product feel like it belongs to a $5,000 event at the Louvre? Or does it feel like a hackathon project?

- **Resourcefulness:** Can you figure out what you don't know? Use AI tools, scrape the web, read documentation, make it work. Nobody will teach you — that's the point.

- **Clarity of thought:** Can you explain complex ideas simply? Is your reasoning crisp? Do your match recommendations reveal genuine insight?

- **Bias toward action:** Did you ship something, or did you write about shipping something? We value working software over perfect specifications.

- **Ambition:** How big do you think? Is this a feature or a product? A product or a platform? A case study or a company?

7. About the Internal Entrepreneur Role

If your submission stands out, here's what happens next:

- **Ownership from day one:** You're not an intern who sits in meetings. You're the person responsible for taking this product from concept to market under the XVentures Labs umbrella.

- **Resources and network:** You get access to XVentures' 100+ portfolio companies, Proof of Talk's attendee network ($18T AUM), and the team's operational support.

- **Real users from launch:** Proof of Talk 2026 is June 2–3. You're building for 2,500 real decision-makers with real expectations. This isn't a sandbox.

- **Full-time path:** The internship is a proving ground. Demonstrate that you can think, build, and ship — and the role becomes permanent as the product lead.

- **Equity potential:** For exceptional performers, there's the possibility of equity participation in the product you build.

8. Submission Details

Deadline: Sunday, end of day (this week)

Submit to: z@xventures.de

Format: PDF, link to a live prototype, GitHub repo, Notion doc, Figma — whatever best showcases your work. No format restrictions.

Final word:

Most internships give you a desk and a to-do list. This one gives you a business idea, a world-class network, and the freedom to build something real. We're not looking for someone who can follow instructions. We're looking for someone who makes us wonder why we didn't build this sooner.

Show us you're that person.