

Max Gershfield



Web3 Advisor - Reform UK | Application



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Superteam UK Contributor

4x Web3 Grant Winner (Solana, Arbitrum, Radix, Thrive)

3+ Years Production Blockchain Development

10+ Years Enterprise/Agency Experience

15+ Blockchain Networks Integrated

Value Proposition

Position Reform UK as the pro-innovation, pro-freedom, blockchain-forward party that attracts UK's web3 builders and young digital natives while protecting citizens from CBDC overreach and centralized control.

Three Pillars of Advisory



Strategic Advisory

- Web3 strategy development aligned with Reform UK's core values
- Policy research on digital sovereignty, CBDC alternatives, and financial freedom
- Making UK competitive with crypto-friendly jurisdictions (Dubai, Singapore, Switzerland)
- Economic innovation: blockchain for small business, tokenized assets, reduced banking barriers



Technical Leadership

- Platform development: Reform UK's own web3 infrastructure and tools
- Technical due diligence: evaluating projects, security audits, risk assessment
- Multi-chain expertise: UK shouldn't be locked to one ecosystem (Ethereum, Solana, Radix, etc.)
- Real-World Asset (RWA) tokenization policy for UK property, bonds, commodities



Community & Growth

- Foundation relationships: deepening ties with Solana, Ethereum, Radix, Superteam UK
- Youth engagement: attracting 18-35 web3-native voters through gamification and token-gated communities
- Student groups and grassroots: developing educational programs and onboarding new demographics
- Content & social media: web3-focused messaging, policy explainers, and thought

- Transparency initiatives: blockchain for government accountability and verifiable records

- AI x Blockchain convergence: trustless AI agents, accountability systems

- leadership
- International diplomacy: representing UK interests at blockchain conferences and with pro-crypto governments

Additional Capabilities

Regulatory Navigation

Working with regulators to understand core concerns, safeguard against risks while remaining progressive. Experience with compliant RWA tokenization (Quantum Street/Asset Rail).

Fundraising Innovation

Exploring web3-native fundraising mechanisms compliant with UK electoral law. Microtransactions, cryptocurrency donations, and transparent donor systems.

Media & Misinformation Defense

Content authenticity via blockchain, fighting deepfakes with cryptographic verification. Reform UK could pioneer 'verified political content'.

Defense & National Security

Blockchain for supply chain verification, secure communications, data sovereignty, and reducing reliance on foreign tech infrastructure.

Why Reform UK x Web3 Makes Sense

Digital Sovereignty = National Sovereignty

Web3 is the digital extension of Brexit principles. Just as Reform UK champions UK sovereignty from EU control, blockchain enables financial sovereignty from centralized banks and Big Tech. Decentralization isn't just technology—it's ideology that aligns perfectly with Reform's anti-establishment positioning.



Great British Bitcoin Strategy

Make UK the global crypto hub—beating Singapore, Dubai, and Switzerland. Reform UK can attract billions in investment, thousands of jobs, and position Britain as THE destination for blockchain innovation. Patriotic framing meets economic reality.



CBDC Opposition Strategy

Position Reform UK as defenders against government surveillance money. While other parties embrace CBDCs (Central Bank Digital Currencies), Reform can champion privacy, freedom, and citizen choice. This is a winning issue with both current base AND crypto-native voters.



From Red Wall to Digital Wall

Web3 offers financial inclusion for working-class voters through accessible tools that bypass traditional banking barriers. Tokenization, micro-lending, and DeFi can empower the very voters Reform UK represents—making finance fairer and more democratic.



Reform = Future, Others = Past

Web3 engagement breaks the 'old party' perception and attracts 18-35 demographics currently underserved by UK politics. While Reform's current base skews older, web3 strategy expands reach to tech entrepreneurs, crypto builders, and digital natives—without alienating existing supporters.

My Unique Differentiators

- ✓ Bridge creative & technical: translate complex tech to politicians AND vice versa
- ✓ 4x Grant winner: trusted by Solana, Arbitrum, Radix, Thrive Protocol foundations
- ✓ Real production experience: shipped actual blockchain systems (OASIS Web4, MetaBricks, Asset Rail)
- ✓ Copywriting background: Uber EMEA, TBWA, JWT - crucial for public-facing policy and
- ✓ Multi-chain expertise: not tribal about any single blockchain (Solana, Ethereum, Radix, Kadena, etc.)
- ✓ Superteam UK network: immediate access to UK's web3 builders and thought leaders

messaging

- ✓ Technical depth: ERC-8004 trustless agents, cross-chain protocols, RWA tokenization
- ✓ Proud Brexiteer: champion of personal and national sovereignty, highly motivated to make a difference for the UK and with a clear vision to do so

Ready to position Reform UK as the UK's blockchain-forward, freedom-tech party

Portfolio: api.assetrail.xyz | metabricks.xyz | maxgershfield.co.uk