

**BLOCKVENTURES**



**BLOCKVENTURES S.A. DE C.V.**

*BlockVentures offers innovative digital asset solutions through user-friendly blockchain enabled platforms, applications and infrastructure.*

# LEGAL DISCLAIMER

The purpose of this White Paper is to present the company BlockVentures S.A. de C.V. and the XBV Token to potential token holders in connection with the company's Token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing BlockVenture (XBV) Tokens. Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors. BlockVenture (XBV) Token is a utility token. This product is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. BlockVenture (XBV) Token cannot be used for any purposes other than as provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes. BlockVenture (XBV) Token confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper. Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. This English language White Paper is the primary official source of information about the BlockVenture (XBV) Token. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

## INDEMNIFICATION AGREEMENT

Any entity, institution, company, or organization mentioned herein are not involved in the ICO process. They are merely providing a platform on which BlockVentures' blockchain technology to operate.

# ABSTRACT

## Next Layer of the Internet:

Today, billions of people are connected to the internet. In the same way millions and eventually billions of people will be soon connected to blockchains. By 2016, 47% of the world's population had an internet connection. This number was less than 1% in 1995.

Blockchain's usage growth has an advantage over the internet's trajectory. It's starting point is amplified among four segments: web users, cellular phone users, website owners and anything that gains benefit from being connected and becoming a "smart thing."

Blockchain usage will ride on these 4 categories instead of seeking new users potentiating the growth factor from the start. Blockchain is part database, part development platform, and part network enabler. It features a trust layer and exchange medium and incorporates a set of secure decentralized capabilities.



# BLOCKVENTURES INTRODUCTION

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BlockVentures is an Ethereum based Blockchain as a Service (BaaS) company. The platform design features blockchain enabled products, smart contracts, services and applications.

Technologies include:

- Distributed Ledger Technology (DLT)
- Open Application Programming Interfaces (APIs)
- Blockchain Artificial Intelligence (AI)
- Blockchain Infrastructure Platforms
- Smart Contracting – Customized Executed Smart Contracts and Events
- Digital Signature- Identity Authorization and Protection
- Smart Property Technology

Technically the blockchain is a backend database that maintains a distributed ledger that can be openly inspected. As a business platform, the blockchain is an exchange network for moving transactions, value, and assets between peers, without the assistance of intermediaries. Legally, the blockchain validates transactions replacing previously trusted entities.

Smart contracts simplify the process of transactions. Smart contracts provide real time accurate records of trade, minimize risks, and lower costs. Blockchains enable a more efficient way of storing and arranging data, taking place on a distributed application architecture peer to peer (P2P) network. This network partitions tasks or workloads between peers. The BlockVentures platform uses a form of digital signature to verify the identity of its participants.



# WHAT IS BLOCKCHAIN TECHNOLOGY?

A blockchain is a distributed database that maintains a shared list of records. These records are called blocks, and each encrypted block of code contains the history of every block that came before it with timestamped transaction data down to the second. In effect, chaining those blocks together. Hence blockchain.

A blockchain is made up of two primary components: a decentralized network facilitating and verifying transactions, and the immutable distributed ledger that network maintains.

A distributed ledger can be described as a ledger of any transactions or contracts maintained in decentralized form across different locations and people, eliminating the need of a central authority to keep a check against manipulation. All the information on it is securely and accurately stored using cryptography and can be accessed using keys and cryptographic signatures. Once the information is stored, it becomes an immutable database and is governed by the rules of the network.

Everyone in the network can see this shared transaction ledger, but there is no single point of failure from which records or digital assets can be hacked or corrupted. Because of that decentralized trust, there's also no one organization controlling that data.

**BlockVentures is developing innovative solutions leveraging the power of blockchain's distributed ledger technology.**

"The blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value."

*Don & Alex Tapscott, authors Blockchain Revolution (2016)*



# PROPERTIES OF THE XBV BLOCKCHAIN:

- Utility token with a cryptocurrency – digital currency function. As a unit of value the token will be traded on exchanges and used to buy and sell services.
- Transaction platform. Each transaction is validated and recorded on a block. This transaction processing platform is capable of handling micro transactions as well as large value transactions.
- Distributed Accounting Ledger – public, time-stamped ledger.
- Software Development platform – offers a variety of applications, APIs, and complimentary side chain programs.
- Trust Services layer – delivers function and service applied to data, processes, identity, business logic, terms of agreement and physical objects.

BlockVentures is creating a network of blockchain enabled businesses and services offering a variety of user value-added incentives to help the network grow as a whole. Smart Contracts, or code executed on the blockchain, bring significant advantages over existing applications and frameworks of operation.



## TRANSPARENCY AND IMMUTABILITY

Changes to public blockchains are publicly viewable by all parties creating transparency, and all transitions are immutable, meaning they cannot be altered or deleted or recovered.

## LOW COST

By eliminating third party intermediaries and overhead costs for exchanging assets, blockchains have the potential to greatly reduce transaction fees.

## FASTER TRANSACTIONS

Interbank transactions can potentially take days for clearing and final settlement, especially outside of working hours. Blockchain transactions can reduce transaction times to minutes and are processed 24/7.



## PSEUDONYMITY

All transactions being added to a single public ledger or any wallet address is random characters that cannot intrinsically be associated with a specific individual. This enables a high degree of privacy when required.

## SECURITY AND INTEGRITY

Blockchain is maintained by a large network of participants, no one actor can easily gain enough influence to submit a fraudulent transaction or successfully alter recorded data. Users can trust that transactions will be executed as the protocol commands removing the need for a trusted third party.

## HIGH QUALITY DATA

Blockchain data is complete, consistent, timely, accurate, and widely available.

## BLOCKVENTURES BLOCKCHAIN ECOSYSTEM



BlockVentures Blockchain Ecosystem covers multiple digital asset, technology and services solutions for its business verticals:

- Healthcare
- FinTech (includes insurances)
- Foods (includes Cannabis)
- Infrastructure/Utilities Logistics
- Sports & Entertainment (Gaming)
- Non Profits and NGO's





# BlockVentures' Business Ecosystem

The BlockVentures organization currently has operations and leadership teams in Mexico and in the United States and possesses a global reach with its platform designs.

**The BlockVentures business model is comprised of 4 key areas and its support system:**

## 1. Clients and Acquisition Targets

(business units) are Selected from one of several industry verticals of interest.

- Healthcare
- FinTech (includes insurances)
- Foods (includes Cannabis)
- Utilities Logistics
- Sports & Entertainment (Gaming)
- Non Profits and NGO's

## 2. Value Proposition

based on application of Blockchain Technology Services and XBV Token usage for each business unit. Blockchain solutions with XBV usage within each vertical can include:

- Security
- Authentication
- Transactional Platforms/Interfaces
- ERP
- CRM

## 4. Value Capture

represents the various preliminary profit pools available to BlockVentures.

- Technology Licensing
- Services Contracts
- Technology Usage
- Appreciation and Cash Flow from Owned Business Units and its assets
- XBV Value Appreciation

## 3. Scope

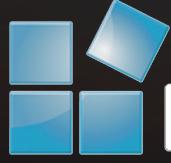
includes value chains up and down each industry vertical along with organizational and financial controls for each business unit.

- Technology Development
- Blockchain Services Infrastructure
- Pilot System Designs and Programs
- Platform Integration Services

## BlockVentures' Organizational Support

**System and Infrastructure** provides the resources and guidance to achieve a scalable framework for growth and global outreach.

- Business Development
- Legal and Patents
- Research & Development
- Mexico Operations
- US Operations
- Coding and App Development
- Data Analysis
- Security
- Quality Assurance
- Financial Control
- Human Resource
- Marketing
- Advertising
- Public Relations
- Sales
- Technology Support



BLOCKVENTURES

HEALTHCARE



*BlockVentures offers blockchain enabled platforms, applications and infrastructure as solutions for the Healthcare industry.*



 **BLOCKVENTURES**  
**HEALTH**

## BLOCKCHAIN TECHNOLOGY FOR HEALTH CARE SERVICES

BlockVentures is developing infrastructure and logistics systems to empower companies in the Healthcare industry. This technology will be offered to health systems, specialty services, and PBMs (Pharmacy Benefits Management) around the world to complement EMR (Electronic Medical Records) systems as well as substantially reducing costs and increasing access for patients.

BlockVentures will develop its patient record management on the Blockchain for security, privacy, and ease of patient permission-based access.

## HEALTHCARE SERVICES

**Industry Problem:** The costs of medical care, services, and prescriptions have increased exponentially over the past 20 years which has put the entire global healthcare industry at risk. Technology in healthcare is trending toward patient empowerment putting diagnostic tools in the consumer's personal control. These disruptive technological advances present special opportunities for BlockVentures.

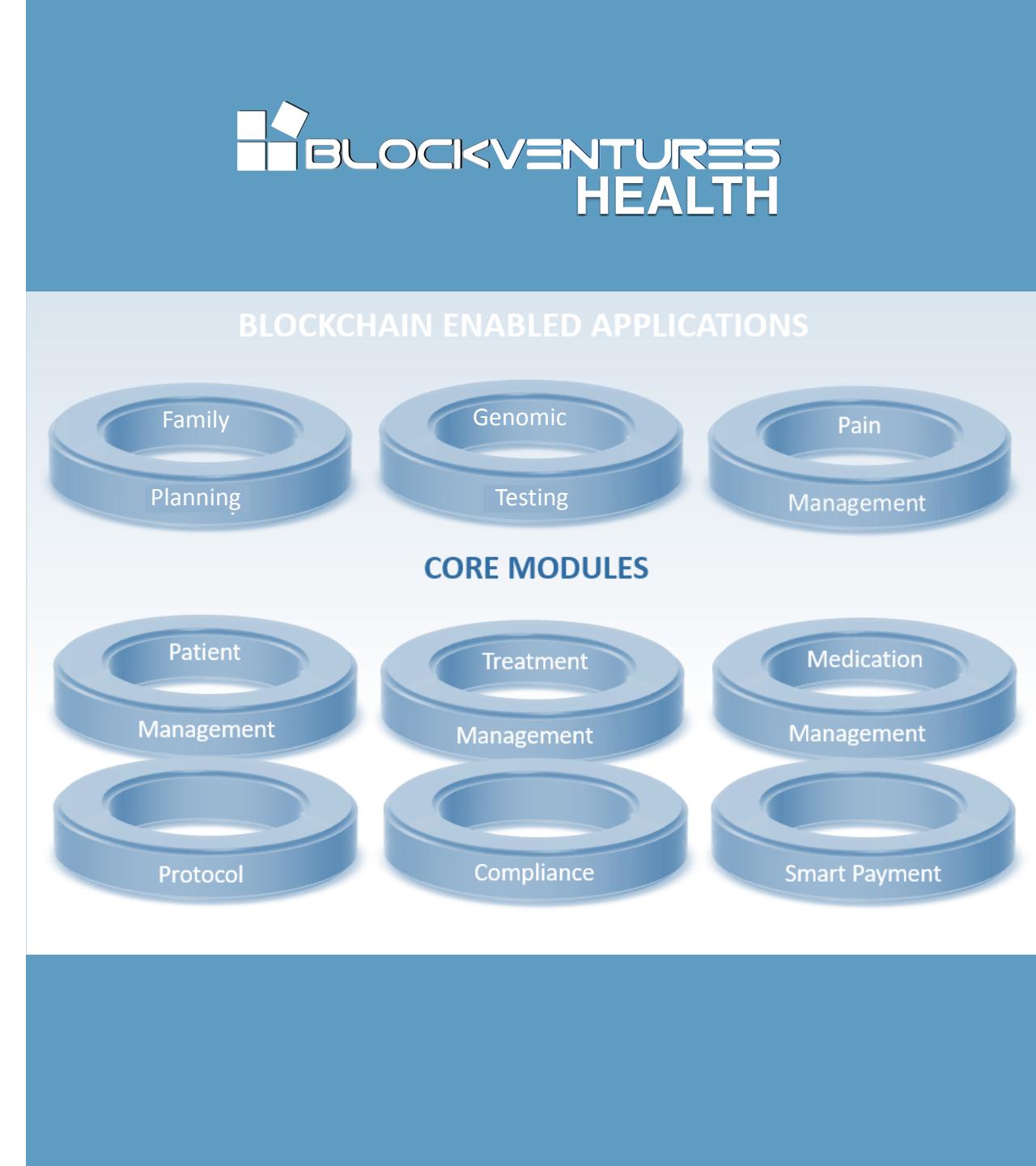
**Solution:** BlockVentures will bridge the gap between healthcare services, PBMs, and patients with applications that increase security, protect privacy, increase diagnostic efficacy, and reduce times costs and time to treatment.

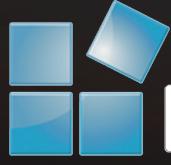
**BlockVentures Solution:** BlockVentures is developing the infrastructure and systems to empower physicians and medical professionals around the world to perform routine and specialized procedures for their patients as well as substantially reducing costs and increasing access for patients.

With its cloud based system and other infrastructure, BlockVentures intends to disrupt the market by enabling medical professionals worldwide to augment their practice at substantially reduced cost compared to what is charged in health systems today.

BlockVentures will pilot its initial healthcare operations in Mexico, the 2nd largest economy in Central and South America, and further expand to all of South America and North America. Patient record management will be based on BlockVentures' blockchain technology for security, privacy, and ease of patient permission-based access.

BlockVentures' XBV token will be integrated as an option for patient payments and financing.





BLOCKVENTURES

FINTECH



*BlockVentures offers blockchain enabled platforms, applications and infrastructure as solutions for the FinTech industry.*

## FINTECH

## XBV PREPAID MASTERCARDS

**Industry Problem:** Cryptocurrency can be difficult to liquidate or turn into fiat currency.

Despite the ability to trade virtual cryptocurrencies on a variety of exchanges, many of the more than one thousand alt coins (cryptocurrencies and tokens other than Bitcoin) can be challenging to actually trade or get out of the exchange and actually use in a meaningful way.

**BlockVentures' Solution:** BlockVentures is at the forefront of all cryptocurrencies by offering prepaid cards that can be used to load XBV easily and seamlessly, converting it to fiat, and used for purchases wherever MasterCard is accepted in the world. The company currently offers 2 such cards and will be adding additional purchasing platforms in the near future.



# FINTECH

## XBV PREPAID MASTERCARD

### by Cacao

The XBV/Cacao Paycard MasterCard launched its services March 1, 2018. Users can use the card wherever MasterCard is accepted, including thousands of Farmacia Guadalajara locations across Mexico. The public can also purchase XBV paycards at these locations. The card can be loaded by users online. The value of the card will be locked in at the current XBV market value at time of loading. XBV is implemented as an Ethereum-based token on the Ethereum blockchain. XBV complies with the ERC223 token standard.

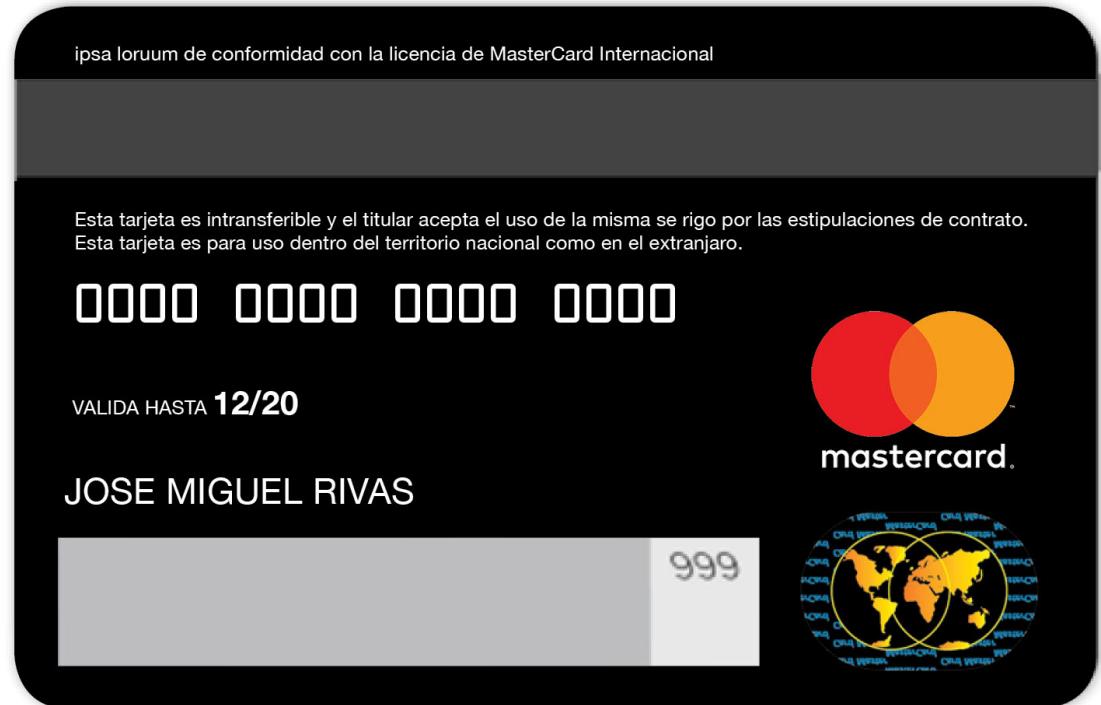


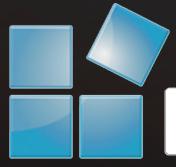
# FINTECH

## XBV PREPAID MASTERCARD

### by Uquid

The XBV/Uquid Paycard MasterCard launched its services April 1, 2018. Users can use the card wherever MasterCard is accepted, including thousands of Oxxo locations across Mexico. The public can also purchase XBV paycards at these locations. The card can be loaded by users online via [cryptomarket.com/exchange](http://cryptomarket.com/exchange). The value of the card will be locked in at the current XBV market value at time of loading. XBV is implemented as an Ethereum-based token on the Ethereum blockchain. XBV complies with the ERC223 token standard.





**BLOCKVENTURES**



# INTERNET OF FOODS

*BlockVentures offers blockchain enabled platforms, applications and infrastructure as solutions for the Food industry.*

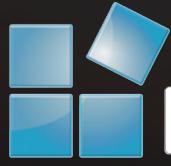
BlockVentures is partnering with the largest, state of art business operators with best practices up and down the value chain in the cannabis industry. The initial efforts will be established in California, the largest legal Cannabis market in the world. It is the company's intention to develop blockchain technology for logistics and ERP solutions to meet industry demands and regulatory mandates to track and trace plants and packages from seed to sale.

Additionally, the XBV utility token offers transaction and payment facility in a market that is currently facing many banking challenges and obstacles.

XBV is positioned to be a leading cryptocurrency in the Cannabis industry.



# CANNABIS part of the INTERNET OF FOODS



BLOCKVENTURES



# UTILITIES & LOGISTICS

*BlockVentures offers blockchain enabled platforms, applications and infrastructure as solutions for Utility and Logistical problems in municipalities and communities; local, regional, national, and global.*

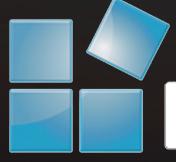
# UTILITIES & LOGISTICS

BlockVentures has secured a contract for a pilot project to CocoMexico based on Blockchain Technology. BlockVentures will enhance the company's logistics and efficiencies management systems. CocoMexico is one of Latin America's largest multi-national midstream and downstream service and equipment companies serving the oil and gas industry in North and South America with one of its largest client being Mexico's Pemex petroleum conglomerate.

The initial pilot project involves the management of fuel from tankers that deliver gas. The goal is to capture data from telemetric valves that accurately tracks volume flow. This data would then be time stamped and recorded on the blockchain. This will help eliminate waste and improve product and delivery efficiencies.



**AN ENERGY LEADER  
IN THE AMERICAS**

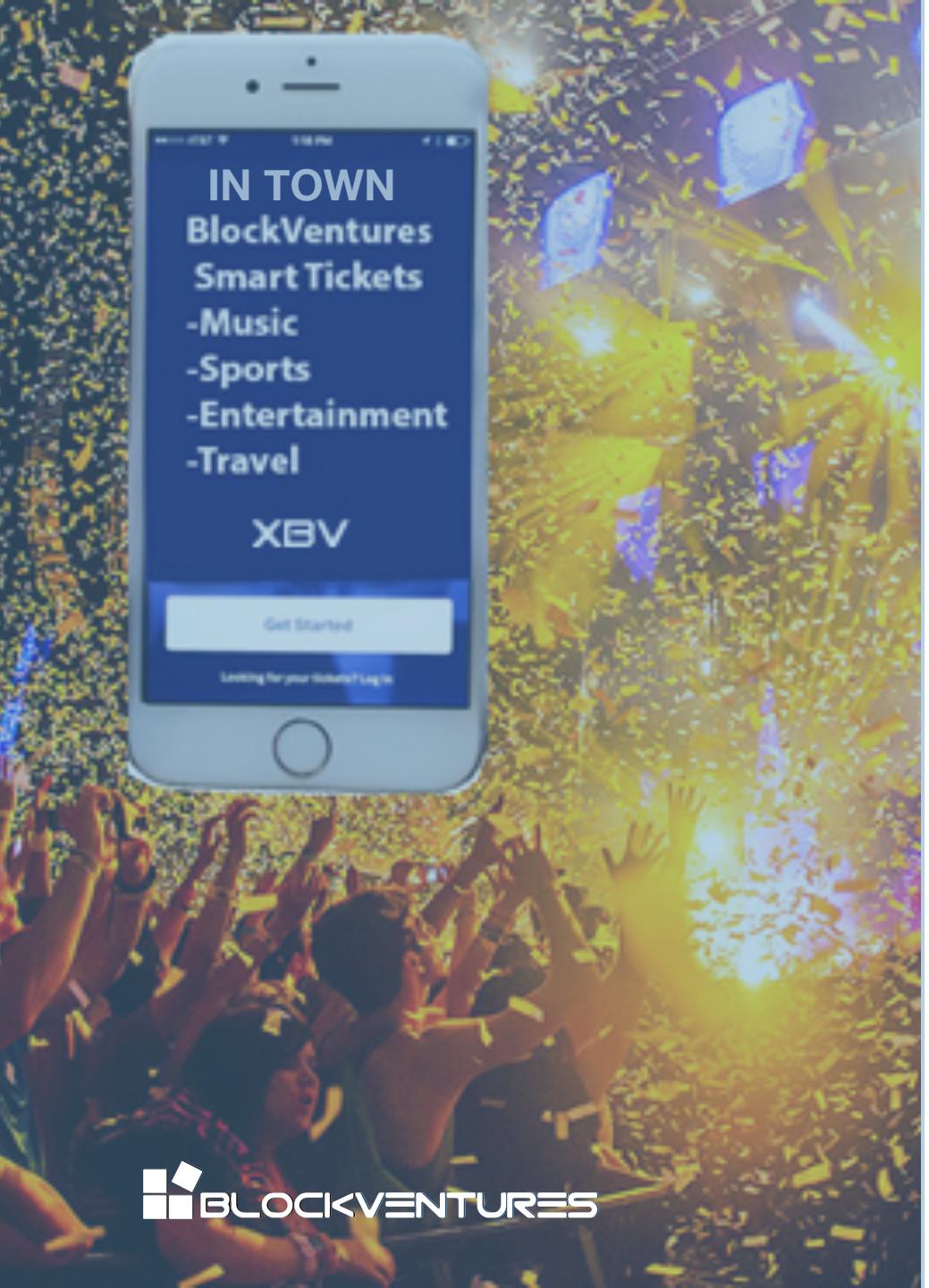


**BLOCKVENTURES**



# SPORTS & ENTERTAINMENT

*BlockVentures offers blockchain enabled platforms, applications and infrastructure as solutions for the Sports and Entertainment industries.*



## SPORTS AND ENTERTAINMENT INDUSTRY

BlockVentures combines a blockchain based ticket application, a decentralized peer to peer ticket exchange and an incentivized, reward based advertising network to create an event hosting platform that replaces the outdated legacy systems currently in use.

**Industries:** Music, Sports, Entertainment and Travel; targeting ticket-purchasers and event owners

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### IN TOWN: Digital Smart Ticketing

*"BlockVentures provides end users with simple solutions that work"*

Fraud, bots and scalping—people who purchase tickets from official dealers and resell them at higher prices—are some of the problems that plague the event ticketing market. Organizers and ticket selling services have tried to counter these problems with various methods and technologies. Governments have tried to regulate it. None have been successful in eradicating the problems.

Ticket scalping is a multibillion dollar market, and online ticket fraud continues to rise year-over-year.



## Ticket-Sale Challenges

Blockchain is a distributed ledger of transactions, a datastore that is stored and simultaneously updated on multiple nodes. All transactions registered on the blockchain are permanent and irreversible. As opposed to the opaque and privatized architectures that govern current online services, the blockchain is transparent and auditable by outside parties. The blockchain also enables peer-to-peer transactions of digital information.

A critical problem that blockchain solves is that of double spending. Once an asset is transferred from one address to another, the virtual currency, ticket, or asset can't be replicated. This is a feature that has helped solve the problem of piracy and fraud in other domains such as gaming and music, where registering and maintaining ownership of digital assets is a perennial problem.

**Industry Problem:** The ticket industry has two main segments: primary and secondary markets. The primary market is controlled by event owners and organizers who control ticket prices, revenue splits, and ticket sale methods and distribution via third parties, promoters, or through online hubs (i.e. Ticketmaster, Tickets.com, and Live Nation). The secondary market is where tickets purchased on the primary market are resold at inflated prices by scalpers and various online resellers (Stubhub, TicketNetwork, and GoTickets). The secondary market is where the bulk of industry malpractice occurs.

The secondary market is unregulated and consequently prone to counterfeits, duplicate tickets, or tickets that have been bulk-purchased from the primary market and re-listed, often at exorbitant prices in secondary markets.



## BlockVentures' Solution:

Due to the uncontrollable issues occurring in the secondary ticketing market within the sports, music, and entertainment industries, BlockVentures (XBV) technology is addressing this need. What was previously an uncontrollable risk within some of the largest industries in the world is now controllable through BlockVentures' blockchain technology.

BlockVentures is developing smart contracts, programs that run on the blockchain, to add smart features to digital tickets, such as setting restrictions for resale or forcing scalpers to transfer some of their profit to the event owner.

BlockVentures uses the Ethereum blockchain to transparently track ticket sales and associate a unique identity to each ticket. This identity is not visible to the public in any way and is stored securely. When purchasing tickets, users upload a token that represents their identity. This can be a voice sample or an image or credit card information. The information is hashed and tied to the ticket record registered on the blockchain. When ownership of the ticket is transferred to another user, the ID information is updated and stored on the blockchain as well. This becomes useful in fighting automated programs that purchase tickets from online platforms.



## BLOCKVENTURES' “IN TOWN”APP

MUSIC AND CONCERT  
TICKETS  
(Bands in Town)  
BIT

SPORT EVENT  
TICKETS  
(Sports in Town)  
SIT

MOVIE & THEATRE  
TICKETS  
(Movies in Town)  
MIT

## BLOCKVENTURE SERVICE

BLOCKVENTURE XBV  
ACCOUNT  
MANAGEMENT BUILT ON  
ETHEREUM PLATFORM

DIGITAL SMART  
TICKETS  
MANAGED BY BV  
FOR BIZ CLIENTS

TICKET PURCHASE  
&  
ID (IDENTITY)  
VERIFICATION

## BLOCKVENTURE DYNAMIC TOOLS

VERIFIED SEARCH  
DYNAMIC EVENT  
SEARCH ENGINE  
TOOL

SMART TICKET VENUES  
MUSIC EVENTS  
SPORTS EVENTS  
MOVIES & THEATRE

PRIMARY &  
SECONDARY  
TICKET MARKET  
SALES

## BLOCKVENTURE BLOCKCHAIN PLATFORM



## IN TOWN DIGITAL SMART TICKET BLOCKCHAIN PILOT PROJECT for MEXICO

BlockVentures delivers Digital Smart Tickets with anti-fraud security, XBV transaction and identification systems (ID verified), QR barcode blockchain enabled technology, and simple digital transfers. presents Team and Event owners' new revenue and communication opportunities. Through the use of a web platform that exploits the specific features of Blockchain technology, it's possible to create a secure and interoperable ticketing solution that still ensures the best possible end user experience. This will be developed as a pilot project for one of Mexico's leading concert promotion companies.





# XBV UTILITY TOKEN/COIN





# BlockVentures XBV Utility Token

BlockVentures XBV Blockchain protocol utility tokens are digital assets used within decentralized services, applications, and communities (“BlockVentures XBV token networks”). BlockVentures’ development of several of such platforms and XBV token networks are being designed to bring advancements in computing, smart ticketing, infrastructure and utilities management and logistics, healthcare and more. XBV utility tokens are digital assets leveraging computation and cryptography to represent consumptive goods, services and rewards.

Token-based networks hold the potential to create value on an order of magnitude comparable to that of the internet. Sellers, token buyers (participants), and users alike could stand to gain tremendously from this innovation as it becomes broadly adopted.

XBV token sales will boost network effects at the earliest and most vital stages of BlockVentures’ project development. Participants can benefit from the XBV token network utilities and market liquidity (asset value exchange). Users likely stand to benefit the most. They may participate directly in the creation and growth of the value of the XBV network. The token sale permits users to participate financially in that creation and growth without taking on significant enterprise risk.

XBV tokens transform open networks into open markets allowing all participants to potentially benefit from a liquid, transparent, middleman-optional secondary market for all assets that are digitized.

On-chain transactions make systemic market interactions more transparent to analysts and regulators. Additional features include almost instant settlement times, immutable transaction records, network resiliency, and all the other benefits of underlying blockchain architecture. This category of blockchain tokens contains assets that do not purport to replace legacy financial services products. They are designed to offer intrinsic utility that powers a decentralized, distributed network that delivers to the users of the network a consumptive good or service.

There is an inherent utility of these tokens for anyone who wants to interact with users on the BlockVentures platform. As smart ticketing, infrastructure and utilities management and logistics, healthcare platforms (BlockVentures Business Verticals) become popular among users, there will be a demand for more BlockVentures XBV tokens which would increase its value for the existing token holders.

- The XBV token’s programmed utilities are tied into these business verticals each adding an additional layer of value to XBV as well as to the overall platform.
- The XBV utility token is a medium of exchange and a store of value.
- It can be used as an intermediary in trade. It is quantifiable, divisible, and portable. It is not able to be double spent. Tokens are encrypted and secure.
- A limited amount of XBV tokens are put into circulation.

# **Symbol XBV – BlockVenture Utility Token**



XBV is implemented as an Ethereum-based token on the Ethereum blockchain. XBV complies with the ERC223 token standard.

The pre-sale contributors received up to a 15% discount on the listed price of XBV. The total number of tokens released during pre-sale was 53% of the total supply of XBV.

**AVAILABLE AT  
[FORKDELTA.COM](https://forkdelta.com)  
AT CURRENT  
EXCHANGE RATE**



# BLOCKVENTURES

## XBV VALUE CHAIN

- 1)** BlockVentures, S.A. provides blockchain technology solutions to its 7 industry verticals that integrates game changing transparency, security, management, and logistics efficiencies functionality into the platforms of these underlying business units.

FOODS  
(includes Cannabis)

UTILITIES  
AND LOGISTICS

HEALTHCARE

FINTECH

ENTERTAINMENT  
AND SPORTS

GOVERNMENTAL  
AGENCIES

NON-PROFITS  
AND NGOS

- 2)** Underlying business units within each vertical utilize XBV token/coin for payments, transactions, remittance, and even banking wherever possibility and feasibility allows up and down that business units value chain, internally, B2B, and B2C.



- 3)** Value of XBV increases with frequency of trades on exchanges, number of XBV transactions in each business unit (B2B, B2C), and increasing inherent value of that underlying business unit. Together, these underlying business units comprise BlockVentures S.A.'s asset portfolio that its XBV utility token/coin supports and is built upon. XBV is an asset-backed utility token.
- 4)** XBV increases in value as its use extends beyond the ecosystem of its assets, and becomes more widely exchanged and used in ubiquity B2B, B2C, and C2C.



**XBV is implemented as an Ethereum-based token on the Ethereum blockchain. XBV complies with the ERC223 token standard.**

- 5)** XBV increases in value as Ethereum the standard cryptocurrency it is exchanged on increases in value.



# TEAM & ADVISORS

# EXECUTIVE MANAGEMENT

## AL ROSARIO FOUNDER / CEO

**Al Rosario** is an internationally recognized entrepreneur and New York native. Al brings over 35 years of expertise in strategic planning, tactical execution, and business operations leadership. Recognized as a leader in results-driven management with vast experience in marketing and distribution, he brings key relationships across a wide variety of industries to the company.

## ROBERT O'NEIL CHIEF ADVISOR TO THE CEO

**Robert O'Neil** has been in the real estate development business for over 40 years, specializing in retail, office, industrial, hotel, and casino. O'Neil was a Founding Member of the Rio Hotel and Casino and served on its Board of Directors.

## ROBERT O'LEARY BUSINESS DEVELOPMENT

**Robert O'Leary** has created, grown and sold multiple businesses over his 25 year career. He has also provided sales and strategic consulting and built managed services portfolios for a range of companies. Mr. O'Leary supports business, partnership, and revenue generation efforts and evaluations for both BlockVentures and XBV. O'Leary earned a BS in Mechanical Engineering from Bucknell University, and an MBA in Finance and Entrepreneurship from the University of Southern California.

## MARTIN MENDOZA CHIEF LEGAL OFFICER

**Martin Mendoza** earned his PHD in Law from the Instituto Internacional Del Derecho y del Estado in Guadalajara, Jalisco, Mexico. Mendoza has been practicing in Mexico's judicial court system for over 30 years. He currently serves on the Federacion Nacional de Colegios de Abogados.

## BRENDA MARTINEZ CHIEF FINANCIAL OFFICER

**Brenda Martinez** is an Administrative Manager, Accountant and Auditor with over 12 years of experience. She develops financial policies, implements control processes, maintains and deploys certifications, as well as managing the treasury.

## TIM ELLIS BRAND DEVELOPMENT

**Tim Ellis** Since earning his MA in Conducting, Ellis has been branding and producing meaningful content for over 30 years. He is the founding partner of Rivet Design and Production serving clients including the FOX networks, ABC, NBC, PBS, Warner Bros, MGM, and National Geographic. Ellis' advertising clients include Saatchi & Saatchi, Young & Rubicam, Deutsche, FCB and Chiat/Day. Additionally, he has created and produced live experiences for venues from clubs to arenas to stadiums.



# TECHNOLOGY DEVELOPMENT

## JOHN EISBERG CHIEF TECHNOLOGY OFFICER

**John Eisberg** has over 22 years of experience in development, programming, and management of multiple IT projects worldwide. From Beijing, China to Seattle Washington John has built Cloud Servers, managed Software Architecture teams and has written mobile apps. John heads up the BlockVentures Blockchain development team.

## JEFF BOLDING IT PROJECT MANAGER

**Jeff Bolding** Has 20 years experience implementing NonCloud and Cloud based ERP Software for mid size to large companies. He is also a Multi-Platform Programmer with SQL database experienced. Prior, to his IT career, Bolding managed Accounting Departments in mid to large size companies. He has a BBA degree majoring in Accounting and Finance from the University of Wisconsin and is also a CPA in the state of Wisconsin.

# BLOCKVENTURES ADVISORS

## BOB TERRY

### LEGAL ADVISORY COUNSEL

#### PARKER MACINTYRE (LAW FIRM)

**Bob Terry** has several decades of experience in securities regulation, KYC and AML compliance and enforcement. Terry is BlockVentures legal advisor for all matters related to compliance in the US. He has served as Chief Compliance Officer of SunTrust Investment Services, Inc., a major regional broker-dealer, and as Securities Counsel and Due Diligence Officer for FSC Securities Corp., a national independent broker-dealer. Terry served as the Director of the Securities Division of the State of Georgia. He has also served in several leadership roles for the North American Securities Administrators Association, including two terms on the Board of Directors.

## SCOTT MAGERS

### EXECUTIVE ADVISOR

Scott Magers is an entrepreneur, international businessman, and a private investor. Scott has developed over 50 products in the wholesale/retail sector, with experience in online and offline business since 1998. In 2001, he created a top selling health beverage with distribution in over 40 countries worldwide.



## LON O'NEIL

### HEALTHCARE & HUMAN RESOURCE ADVISOR

As Chief Human Resource Officer for Kaiser Permanente from 2002-2008, **Lon O'Neil** was responsible for all human resource services at Kaiser Permanente, the largest Health Maintenance Organization in the US. He was on the managing committee of the Kaiser National Leadership Team responsible for over USD\$40B in annual revenue. Lon also served as President & CEO of The Society for Human Resource Management (**SHRM**), the world's largest human resources professional organization with over 250,000 members in over 140 countries.

## DEAN ANASTOS

### BLOCKCHAIN ADVISOR

**Dean Anastos** is a software engineer with years of experience working with both corporate level and local business clients. Anastos is looking to continually extend his programming portfolio to companies looking to grow in the online marketing world and has developed BlockVentures XBV utility token for the company.

## JIT SINGH

### SECURITY TECHNOLOGY ADVISOR

**Jit Singh** has certifications in Cisco and Microsoft with skills spanning across several popular operation systems but most importantly network and server security. His efforts protect the company's network against various potential hackers, viruses and ransomware attacks.

# OPERATIONS &

# LOGISTICS

## LEON MARTINEZ DIRECTOR OF SALES AND BUSINESS DEVELOPMENT IN MEXICO

**Leon Martinez** holds a Master's in Management & Generation of Innovation from the University of Cambridge, where he also received a diploma for Strategic Innovation.

## DR. SOFIA CAMARGO DIRECTOR OF GOVERNMENT AFFAIRS AND MEDICAL SECTOR

**Dr. Sofia Camargo** is a Medical Doctor who has a career of accolades serving Mexico's government and military. Her positions have included:

Secretary of Defense  
Major Surgeon Physician Hospital Military Zona De Zapopan  
Head of Internal Medicine and Infectology Services  
Head of Emergency Service

In addition to her MD, Camargo also holds a Master's in Education & Business and has served as the President of the Bioethics Committee in Mexico.

## JOSE MIGUEL RIVAS DIRECTOR OF OPERATIONS IN MEXICO

**Jose Miguel Rivas** earned a B.S. in International Business with a minor in Economics and then played 10 years of professional baseball in Mexico. Rivas oversees BlockVentures operations in Mexico.

## JOSE LUIS CISNEROS DIRECTOR OF ADMINISTRATION IN MEXICO

**Jose Luis Cisneros** earned a degree in Business Administration from Vocational Institute Enrique Díaz de León, and has a diverse portfolio of experience. He was an instructor at the Free College of University Studies, a Credit & Collections manager, and an Administrator & Real Estate Advisor.



# CONTACT INFORMATION

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BlockVentures  
El Sol No. 2943 Col. Jardines del Bosque  
44520 Guadalajara, Jalisco, Mexico  
Phone: 01 (646) 210-8473  
<https://xbv.io>