

## **BLOCKCHAIN MASTERCLASS**

*Uses and Applications for Financial Institutions and Corporates,  
from a Non-Technical Perspective*



**21<sup>st</sup> December 2017, InterContinental, KUALA LUMPUR**  
*SIDC CPE - accredited: 10 CPE Points*

The use of crypto assets and distributed ledger technology in business and financial institutions promises secure, streamlined and faster processing of information. From specific functions such as supply chain and trade financing to more generic uses such as document management and processing systems, the potential uses for businesses and financial institutions are almost unlimited.

REDmoney Seminars and Neuroware bring you an intense customized workshop session to allow for a better understanding of blockchains, other forms of distributed ledgers and the various protocols that are being developed upon them.

### **KEY LEARNING OUTCOMES**

- Differences between Bitcoin, Blockchains and Distributed Ledgers
- Applications for Day to Day Business and Financial Uses
- Applying Specific Tools to Specific Requirements
- Benefits for Cost Savings, Efficiency and Security
- Uses for Developing New Projects, Initiatives and Processes

*Presented by Neuroware*

# AGENDA

## 9.00am – 12.30pm

### Introducing Distributed Ledgers

This session is an introduction to distributed ledgers: what they are, why they are useful and how they can be applied to business and financial processes. The outcome of this session is for non-technical professionals to be able to differentiate between the various forms of distributed ledgers available, how and why we have them and what they can potentially be used for both now and in the future.

This session will be delivered through lectures, case studies, discussions and demonstrations and will cover the following important topics:

- **Introducing Money, Assets & Ledgers**  
What is Bitcoin, and how did it come to be? Answering fundamental questions and explaining key facts
- **Understanding Blockchain Technology**  
Examining Blockchain from a non-technical perspective and assessing use cases for businesses and financial institutions
- **Blockchain Generations**  
From digital currencies to open assets & smart contracts; what can be done today and how can these tools be applied?

## 12.30am – 5.00pm

### Crypto Asset Bootcamp

This session will introduce the characteristics, uses and applications of crypto assets and currencies. The outcome of this session is for everyone in the room to own some form of crypto-asset, but more importantly, for them to understand where it is stored and why it has been stored that way.

This will be a very hands-on session and will allow participants to gain practical experience of the application of crypto assets. Half of the session will be guided through presentations with the other half being spent actively using and exploring Blockchain technology through crypto-currency transactions.

The session will be delivered through lectures, case studies, discussions and demonstrations whilst covering the following important topics:

- **Cryptography**  
From hashes to encryption and key generation - demystifying the technology from a non-technical perspective and assessing important security features
- **Wallets**  
From paper, to brains through hardware or software - what are the differences? What are the potential uses for such applications in businesses and finance?
- **Digital Certificates**  
Learn how data can be securely stored on the blockchains through an active use case involving digital certificates specifically designed for this class.

## 5.00pm

### Conclusion

We'll undertake a quick review of what we have covered today and what can be taken back to your organization in terms of real ideas and initiatives.

*Coffee will be served at 10.30am and 3.30pm and lunch will be served from 12.30pm to 2.00pm*

## Who Will Benefit?

This one-day intensive workshop will benefit any professional looking to understand blockchains or distributed ledger technology and how they might be beneficial to their organizations. Such organizations includes banks and other financial institutions; as well as corporates, government departments and consultancies.

The seminar will be presented from a non-technical perspective and will specifically benefit the following job functions:

- *Strategy and Innovation*
- *Product Development*
- *Marketing*
- *Product Delivery & Distribution*
- *Management*
- *Support functions such as Finance, HR and Risk Management*

## Seminar Objectives

The goal of this training session is to help organizations understand blockchains by putting their team members that attend in a position to answer the following questions:

1. *What are the differences between bitcoin, blockchains & distributed ledgers?*
2. *How do these different tools work?*
3. *How can they be applied for day to day business and financial uses?*
4. *Which specific tools can be best applied to your organization's needs?*
5. *What benefits will you see in cost savings, improved efficiency and security?*
6. *How can they be used to develop new projects or business opportunities?*

## SPEAKER

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**Mark Smalley**  
**Co-founder & CEO**  
Neuroware

Mark Smalley is Founder & CEO of R1 DOT MY, a technology solutions provider incorporated in Malaysia in 2012, from where it has been consulting with several organizations and startups to help implement and adopt new technologies such as NoSQL storage and distributed ledgers.

Neuroware is the brand name for R1 DOT MY's Blockchain and distributed ledger technology solutions. It was first established when the company was selected to join Batch 9 of the illustrious 500 Startups accelerator program in Silicon Valley at the beginning of 2014. It was during time there in the USA that Venturebeat declared Neuroware as one of the 5 most promising startups to watch from the Batch 9 demo day pitches that took place at Microsoft.

Since 2015, R1 DOT MY have been dealing with a broad spectrum of both regional and central banks, national regulators, telecommunication providers and licensed equity crowdfunding institutions from within both Malaysia and Singapore. R1 DOT MY have consulted Maybank and DBS bank and have helped to organize the only bank-backed Blockchain hackathons to have taken place in Asia. They help organizations such as this to not only understand, but also begin to implement Blockchain technology and the various distributed protocols developed upon them.

Recently featured as one of Malaysia's top-ten FinTech companies, R1 DOT MY spent the past year developing Cortex which acts as a single unified platform for managing distributed ledgers and the various nonfinancial distributed protocols they have been building.

## TESTIMONIALS

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### What previous attendees have to say...

*'Very useful program.'*

Senior Lecturer, Universiti Kuala Lumpur

*'Mark managed to effectively engage all participants without intimidating our limited technical understanding of the topic.'*

Chief Financial Officer, Cagamas

*'Very good. I am now able to understand the concept of bitcoin.'*

Senior Manager, Bank Islam

*'Very good insight for a non-technical person.'*

Legal Counsel, Bank Negara Malaysia

*'Very good insight into uses and applications of Blockchain.'*

Senior Executive, Securities Commission Malaysia

*'Excellent presentation on Blockchain.'*

Team Leader, Bank Rakyat

*'Very comprehensive and extensive, but in an accessible way.'*

Assistant Manager, Securities Commission Malaysia

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**Associate Partner:**

**RM 15,000**

- Logo on all promotional activities
- 5 invitations for your colleagues and clients
- 25% discount on any additional delegate places
- Full coverage on the Seminar website including biography and hyperlinked logo
- Branding throughout the Seminar: Seminar Guide Cover, Buntings
- Table-top space in the breakout area during the Seminar
- Guaranteed prime session participation
- One exclusive seat-drop during the Seminar
- Full delegate list within one week post Seminar
- Post-Seminar questionnaire results
- Sky banner advertisement to run for one week on the Islamic Finance *news* daily Alerts

**Partner:**

**RM 10,000**

- Logo on all promotional activities
- 2 invitations for your colleagues and clients
- Coverage on the Seminar website including biography and hyperlinked logo
- Guaranteed session participation
- Branding throughout the Seminar: Seminar Guide Cover, Buntings
- Table-top space in the breakout area during the Seminar
- Delegate list within one week post Seminar
- Post-Seminar questionnaire results
- Sky banner advertisement to run for one week on the Islamic Finance *news* daily Alerts

The sponsor / Delegate will arrange for the payment in one installation of RM\_\_\_\_\_ exclusive of all taxes to REDmoney, within 14 days of invoice or before the event taking place (whichever is sooner).

<b>Company Name:</b>			
<b>Name:</b>		<b>Signature for Sponsor:</b>	
<b>Title:</b>		<b>Date:</b>	

**One Sponsor One Logo Policy:** Each sponsor is only entitled to one logo. Permission from the organizer is required to display additional corporate brands and to disseminate alternatively branded marketing materials.

By signing this contract you are bound by our cancellation policy of no refunds. Your account will be credited for future events in the same calendar year. However, for cancellations of less than one month prior to the event taking place, no refund or credit will be offered. If you so wish to cancel your sponsorship (howsoever arising), the entire amount due will be payable to **REDmoney Sdn Bhd / REDmoney Limited**.

**REDmoney Group**

REDmoney Group's latest offering, IFN Seminars, takes Islamic finance to new and developing markets and tackles the industry's most innovative and imperative topics. These high-level, practitioner-led events offer practical insights on technical and strategic aspects of Islamic finance to dealmakers, regulators and intermediaries in core and developing Shariah-compliant markets. Leveraging on our highly regarded Forums and Training courses, these seminars offer the same exceptional quality of speakers in a small-group setting allowing delegates the opportunity to interact with our panel of highly experienced industry leaders in an event format that is intended to provide comprehensive knowledge on the very latest issues and trends.

REDmoney Group is the foremost global provider of specialized Islamic financial media services across three core divisions of events, publishing and training. Established in 2004, the firm has offices in Dubai and Kuala Lumpur: offering an unrivalled multi-channel service across the full spectrum of the global financial markets. The outward-facing arms of the REDmoney publishing and events portfolio are supported by REDmoney Training, which provides access to industry-leading expertise from the best in the field.

REDmoney Group covers the full range of global markets: from emerging Islamic economies across Africa and Asia to industry leaders such as Malaysia and the GCC along with developed nations in Europe and the Americas seeking to enter the sector. The company offers unequalled access to the elite of the industry: with relationships built up over a decade of trusted communication with market leaders to provide a detailed network covering every aspect of Islamic financial services.

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## BOOKING DETAILS

I am booking:	Price per Delegate	Total Price	Early Bird (10% Discount)
<input type="checkbox"/> 1 delegate	RM 1,400	<b>RM 1,400</b>	<b>RM 1,260</b>
<input type="checkbox"/> 2 delegates (5% Discount)	RM 1,330	<b>RM 2,660</b>	<b>RM 2,394</b>
<input type="checkbox"/> 3 delegates (15% Discount)	RM 1,190	<b>RM 3,570</b>	<b>RM 3,213</b>
<input type="checkbox"/> 4 delegates (25% Discount)	RM 1,120	<b>RM 4,480</b>	<b>RM 4,032</b>
<input type="checkbox"/> 5 delegates (35% Discount)	RM 910	<b>RM 4,550</b>	<b>RM 4,095</b>

\* Please **note prices do not include GST**. A booking fee of RM125 will be added per invoice.

\* Further attractive packages are available for groups of more than five. Please contact us directly.

**Online training option:** I would like to also enrol for the online course, **Shariah Risk & Governance Framework for Islamic Financial Institutions** for the special price of RM200 per user. Please tick here

### Available Discounts

**Early Bird:** Registrations received on or before 24<sup>th</sup> November 2017, will receive a 10% discount. No discount shall be given to registrations received after this cut-off date.

**Discount for Active Subscribers of Islamic Finance news:** If you are a current IFN subscriber, you shall receive a flat 10% discount. Please tick here

**Loyalty Program:** 25% discount on other seminars attended within a 6-month period and non-transferrable. Please tick here

## DELEGATE DETAILS

Name	Job Title	Email address	Telephone
1 _____ / _____ / _____ / _____			
2 _____ / _____ / _____ / _____			
3 _____ / _____ / _____ / _____			
4 _____ / _____ / _____ / _____			
5 _____ / _____ / _____ / _____			

## WHO TO INVOICE AND CONTACT?

Please tell us who we should invoice. It is also helpful for us to have the name of an administrator with whom we can liaise directly.

Contact person for invoicing: \_\_\_\_\_ Job Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
Contact person to send administration details: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Email: \_\_\_\_\_ Tel: \_\_\_\_\_

Payment can be made by cheque or bank transfer. A notification will be sent to you once payment has been received.

I wish to pay by: Cheque/bankers draft  Telegraphic transfer  Credit Card

## APPROVING MANAGER

To process your registration we require the name and signature of a manager who is authorized by your organization to approve training expenditure.

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_  
Organization name: \_\_\_\_\_ Email: \_\_\_\_\_ Tel: \_\_\_\_\_

Authorizing signature \_\_\_\_\_ (mandatory)

Yes, I have read and understood the booking and cancellation policy below.

## SEND US YOUR REGISTRATION!

By email: [seminars@redmoneygroup.com](mailto:seminars@redmoneygroup.com) By fax: +603 2162 7810

You may also book online at <http://www.REDmoneyevents.com>

Please call us on: +603 2162 7800 or +603 2162 7802 if you require assistance.

Our address is: REDmoney, Suite 22-06, 22<sup>nd</sup> Floor, Menara Tan & Tan, 207, Jalan Tun Razak, 50400 Kuala Lumpur

### Booking, Payment and Cancellation Policy – important, please read carefully

By completing, signing and sending us this registration form you are confirming delegate places on the seminar. You are also confirming your understanding of our Booking, Payment and Cancellation Policy.

**Cancellation:** If delegates cannot attend the seminar replacement participants are always welcome. Otherwise delegates must request in writing (letter, fax or email) to cancel registration/s or transfer to a different seminar at least 21 days before the seminar start date to be eligible for a refund, less a 5% administration fee. Delegates who cancel within 21 days of the seminar start date, or who do not attend, are liable to pay the full seminar fee and no refunds will be given. Instead fees will be converted to a IFN Seminars voucher equivalent to the original fee, less a 15% administration charge. This voucher is transferable within your organization and must be redeemed within one year of issue or become void. If a seminar is postponed for whatever reason delegate bookings will be automatically transferred to the new seminar date. Delegates who wish to transfer to a different seminar will be subject to the same terms as above and charged the difference in seminar fees. No refunds or seminar vouchers will be issued for a no-show.

**Payment Terms:** All seminars fees are to be received within 14 days of invoice date. REDmoney shall receive the full seminar fee with no deductions of any description. All telegraphic transfer fees, taxes and levies (domestic or otherwise) shall be borne by the sponsoring organization.

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Seminar Venue: Full details of the venue will be sent to you upon registration.

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