

Institutional Business WG Meeting Notes

9/28/21

Led by Nathan Howard

Intros

- Welcome Luke, Aakansha, Federico, and Christian!!

IBWG Q3 Strategy

- Resource for high net worth and institutional investors
 - And retail investors through exchange listings like Robinhood or Revolut
- Focus on
 - Infrastructure
 - Custody is most critical
 - Most don't want an individual with a Metamask
 - Market Depth and liquidity
 - Trade execution
 - Education/Awareness
 - Increasingly more education
 - Built out infra first now can focus on building awareness
 - IC Sponsored events
 - Conferences
 - Investor Relations materials
 - Webinars

Messari Mainnet in NYC!!

- Mike and Felix on stage (will get recording)
- Critical follow-ups
 - Top-tier custodians
 - Whitestar capital
 - Blockchain.com
 - Major asset manager introduced by Wintermute
 - Centralized exchanges
 - BitGo - Webinar
- 10-15 owls at DeFi Happy Hour
- Was cost-effective because of co-hosting

Updates and Priorities

- Notion Board Review
 - Nate says he will be going hard on Notion this week
 - Want to prioritize some groups
 - Ajay also working on boards
 - Focus for CEXs
 - Smart Order Routing

- Institutions can trade on multiple exchanges, great execution
- Token2049 Prep
 - Keynote: tee up Decentralized Blackrock
 - Explain what trad does and what we do
 - Take ERC 20 into ERC 20, self-custodied
 - Tokenization of strategies movement
 - FLI, PAY
 - Painful for user now, strap into token
 - Community and advantage
 - POAP badge and booth
 - Tight budget
 - Hop on dydx event?
 - Reaching out to Aave for side event
 - Wintermute hosting an event
- DATA Launch
 - In the future want to have a bit more outreach to exchanges
 - Next 2 weeks of DATA will be the game plan for future launches
- Operationalize Wintermute
 - Get the one year clock running
- Eric T
 - iCapital <https://www.icapitalnetwork.com/> : proven for PE or alternative, pushing into crypto
 - Great opportunity to get high tier clients
 - Meeting this week!!
 - Trying to focus on family offices
 - Fintrix
 - Can search for emails and number who have private investments in crypto firms
 - Will try out with Mike and Nate
 - \$16k, trying to work down
- Education and Awareness
 - Finding some video content
 - Written content
 - Looking for people

Open Discussion

- Simple Product Proposal (Andrew)
 - <https://gov.indexcoop.com/t/a-simple-product-proposal-part-1-name-tbd-update/2087/5>
 - \$1.5 B demand in similar products tradfi
 - Similar products
 - <https://www.bitwiseinvestments.com/funds/Bitwise-10>
 - <https://grayscale.com/products/grayscale-digital-large-cap-fund/>