

# Prestel & Partners: Family Office & Investor Conference Series for Polkadot

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**Dates:** 5 Events between February and July 2025

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*This proposal aims to obtain a budget to sponsor a series of 5 global family office (FO) summits, which is where we see the greatest opportunity for bringing untapped capital into Polkadot. The summit host, Prestel & Partner, has been chosen as a well established and reputable organiser of such investment conferences. The conference series would be organised by Harbour Industrial Capital on behalf of Polkadot. For each event, 5 Polkadot ecosystem agents will be funded to participate and represent Polkadot. A full budget breakdown can be found on the last page of this document.*

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# Proof of Work

Harbour Industrial Capital has been active in Polkadot for over 3 years and organised/co-organised many Polkadot events throughout the years.

- Organisers of CEE Wealth Summit in Vienna in June 2024 (financed via Events Bounty). Hosted a panel on Web3 with Christoph from Syctale, Alice and Bob (Tommi) as well as Natalie from Web3 foundation joining us on stage.
- Co-organisers of Web3 Festival, HK Fintech Week and Consensus HK; First organisers of the Polkadot monthly meetup in Hong Kong;
- Speakers for Polkadot at many events such as Sub0, ParisDOTcomm, Web3 Festival, WOW Summit HK, TeamZ and Polkadot PULSE, Polkadot Decoded, Decoded Asia, Coinstore at Token49, HKFTW, WOW Summit Bangkok;
- TradFi background (Morgan Stanley, Deutsche Bank and Bank of China) and proven ability of bringing non-crypto native investors into Polkadot.



Photo: Harbour Industrial Capital and other Polkadot Ecosystem Agents at the CEE Wealth Summit in Vienna

## Polkadot Events Strategy

Polkadot has traditionally been well represented at Web3 conferences such as Consensus, Token49 or global ETH events. This is good and important, as it allows people who are already active in Web3 to learn more about Polkadot. The main Polkadot conferences, such as Decoded and Sub0 have a different role. They are more inward facing, and help build a stronger community, share technical knowledge, and bring new developers to the ecosystem.

When it comes to attracting new capital to Polkadot however, this strategy has fallen short. We have so far neglected the many general investment conferences around the world that are attended by Family Offices (FOs) with limited or no exposure to Web3. However, as Bitcoin reaches a new all time high and gets mainstream media coverage again, the FOs are exploring investment opportunities in the space, so we need to be present there. We can't wait for them to find us, but we have to come to them.

The great thing about targeting an audience that is just entering the space is that we can position Polkadot as the “gateway Web3” (to which Polkadot has a very legitimate claim – after all Gavin coined the term). People who have been investing in the space for a long time, tend to have formed strong opinions around Bitcoin, Ethereum or Solana, which are difficult to change. For someone who learns about it for the first time, we can put more emphasis on applications and use cases, and why the Polkadot ecosystem should be the first one to consider for deploying capital.

## Why Polkadot at FO Summits

When looking to bring fresh capital for the Polkadot Ecosystem, there are several potential investors we could target. They can be broken down into institutional, Family Office (FO) and retail. In this section we argue why we believe FOs are the best target.

### *Institutional*

The Institutional category includes pension funds, endowments, sovereign wealth funds, and fund-of-funds. These are large and sophisticated investors, who generally have a low risk tolerance. While it is true that some of these have started allocating to Web3, they tend to stick with strategies that are perceived lower risk, such as Bitcoin (especially post-ETF) or cross-ecosystem venture investment through some of the most established traditional tech VCs. While we will obviously be happy to talk to anyone from this category during our fundraising campaign, we believe that it is still too early for these investors to seriously consider a single Web3 ecosystem fund or direct deployment into Web3 projects.

### *Retail*

On the other end of the spectrum is retail. However, for the purpose of ecosystem funds, we will ignore this category. Our marketing strategy is not optimised for retail and Web3 funds typically do not have a licence to accept retail investors. Needless to say, small individual investments are a key to the success of Polkadot, but there are many other avenues for retail participation, but this is outside the scope of this proposal.

### *Family Offices*

That leaves the middle ground of family offices as the primary target for our fundraising efforts. These are professionally managed investment companies for one individual family, usually each with investable assets of over US\$50-100 million.

FOs are also where we have had the greatest success when raising our Fund 1. Family offices often made their wealth in traditional industries, such as real estate, manufacturing or tech. The wealth has been generated over multiple generations, pivoting into new industries over time. What we have observed is that as a new generation takes over, they identify a few key growth industries they want to allocate to, for example AI, biotech and Web3. As they come from

outside of these industries, they often prefer to work with professional fund managers, who specialise in one of these areas. Even within Web3, they often like to pick individual strategies rather than investing in a generic “Web3 fund”, for example by allocating to a Bitcoin mining fund, a crypto trading fund, and an ecosystem fund – i.e. our Polkadot Fund.

## Examples of FO Summits

FO summits are targeted investment conferences for family offices and high networth individuals, with typically around 100 FOs attending, each FO with investable assets of over US\$50-100 million. Here are three examples.

- **Prestel & Partners (Subject of this Proposal)**

One of the premier organisers of FO summits, Prestel & Partners hosts annual investment conferences in London, New York, Cayman Islands, Zurich, Dubai, Riyadh, Istanbul, Wiesbaden and Singapore. Attendance is open to FOs with a demonstrated net worth of US\$100 million, while anyone promoting investment opportunities, will need to pay for a sponsorship package. Traditionally, these conferences are frequently sponsored by traditional asset managers, hedge funds and PE funds. We have had initial conversations with them, and they expressed interest in having Polkadot co-sponsor their events. We attended the London summit in 2022 as well as July 2024 and can tell from first hand experience that the composition of the audience was very well curated with over 100 family offices present. The big advantage of Prestel & Partners is that they have solid experience and relationships around the globe to tap into high quality family offices and asset allocators. A long term collaboration through booking the 5 summit series not only provides Polkadot with a massive cost saving of 20% on individual events, in addition the organizer will prioritise Polkadot, help organise one-on-one meetings and have a Polkadot booth or stand.

- **CEE Wealth Summit, Vienna (Already organised by us earlier this year )**

This event is hosted every year by Alex Schütz, founder of one of Austria's largest investment firms. It targets FOs from Central and Eastern Europe, where the organisers have strong historic connections. This year's event was organized at the headquarter of Austria's largest bank. Industries traditionally well represented include real estate, hospitality, finance and sustainability. In our conversations they mentioned that they have had some sponsors from the Web3 space in the past, and are interested in having more exposure in this space. As mentioned in the introduction, in June 2024, we organized a similar sponsorship for Polkadot under the event bounty for the CEE Wealth summit in Vienna. We hosted a panel on Web3 with Christoph from Syctale, Alice and Bob Tommi as well as Natalie from Web3 foundation joining us on stage. 100 family offices attended and there has been positive interest with ongoing follow ups for investment in a Polkadot ecosystem fund. The investor dinner was also very well received where we managed to have some of Austria's leading families as well as tech founders attending.

- **[APAC Family Office Investment Summit, HK](#) (Possible future proposal)**

This annual Hong Kong conference brings together some of the premier FO from around the APAC region. Many of the speakers are FOs, sharing their investment experience. Sponsors come from traditional industries such as real estate, luxury products, fashion, logistics and manufacturing. There have also been a few Web3 sponsors in the past, and there are also some FOs with a Web3 background attending. We attended the London summit in 2022 as well as the Hong Kong summit in October 2024 and experienced a very well curated event with quality family offices present.

## Prestel & Partners Event Series

With Prestel and Partners, we have currently negotiated a package for Polkadot's representation at five of their upcoming events.

- 4-5<sup>th</sup> February 2025: Riyadh
- 18-19<sup>th</sup> February 2025: Dubai
- 29-30<sup>th</sup> April 2025: Singapore
- 28-29<sup>th</sup> May 2025: Istanbul
- 2-3<sup>rd</sup> July 2025: London

Depending on the set up of each individual conference, we will be able to deliver a keynote on Polkadot, participate in a podium discussion or host a Polkadot-focused panel discussion with multiple Polkadot ecosystem players. Sponsorship of these events also gives us branding opportunities, and the Polkadot logo will be displayed on tickets, banners, event screens and social media sites of the event organisers.

Following each event, we will organise a separate dinner to which we will invite the FOs that have shown interest in Polkadot during the main event where these FOs will be able to connect with all Polkadot representatives at the event. From our experience, it is at conversations in more relaxed environments that investment decisions are made.

## Inclusive Representation of Polkadot

Our aim is to open up the events to many different Polkadot ecosystem players who are interested in helping us raise capital for Polkadot directly at these events. This may include Polkadot-based startups, Parity/Web3 Foundation, Polkadot Ambassadors, as well as other Polkadot ecosystem funds.

### *Speakers on behalf of Polkadot*

Harbour Industrial Capital will take the lead in organising these events, and Max and Mario will be there in person at each of these events as speakers. In addition, we will bring on a diverse set of people from within the Polkadot ecosystem to these events:

- **Polkadot-based Projects:** We will publish a Call for Speakers, targeted at Polkadot-based teams, two months ahead of each conference. We will put them up on stage to speak about their projects, which at the same time will be a testimony to Polkadot capabilities. If investors in the audience subsequently get interested in this particular project they can exchange contacts and invest directly. At Harbour Industrial Capital we take pride in facilitating conversations between Polkadot-based projects and independent investors, and have a strong track record of doing so.
- **Parity and Web3 Foundation:** We will extend invitations to speak at these events to Polkadot's senior leadership team. Of course we would love to have Gavin at some of our events, but even if he can't make it, there are many other people we would like to involve. This could include Parity's Investor Relations team, or experts from the Web3 Foundation to speak on a particular topic relevant to the conference. We would like to emphasise that if these individuals participate in our events, they are in no way expected to help promote Harbour Industrial Capital, but only to represent Polkadot. Subsequent investments by conference participants may take the form of direct purchase of DOT, support of one specific Polkadot-based project or investment in a third-party fund.
- **Ambassadors:** We are planning to involve ambassadors in the events. Ambassadors have been elected by the community to officially represent Polkadot, and speaking on stage at these investment conferences will be a great showcase for the ambassador program, as well as being a major driver for new capital inflows to Polkadot. We will select ambassadors based on their public speaking track record and their location, preferring to work with those who are based nearby the conference location. For an ambassador, participation in these events will of course be voluntary, but initial conversations with candidates have shown that there is a lot of interest to represent Polkadot publicly in this format.
- **Other Polkadot Ecosystem Funds:** As this event series will be a treasury funded initiative, we would like to extend the invitation to any other VC fund that is able to raise capital for the Polkadot ecosystem. Their representatives will speak about Polkadot on stage, and will be able to promote their own fund to attending investors. From our perspective it does not make a difference which channel/fund is being used, so long as these conferences bring more capital into the Polkadot ecosystem.

## Ecosystem Fund vs. Direct Investment

Why promote a Polkadot Ecosystem Development Fund, when people can just invest directly into Polkadot? There are at least three good reasons:

- **A familiar structure for FOs**  
We will incorporate the fund in the Cayman Islands, as a standard GP/LP fund. This is the most common structure for VCs, and one that most FOs have probably used in the

past for investment in VCs in different industries. They can wire cash to our bank account in the fund's name, and get paid out the same way. No need to set up exchange accounts, or remember private keys. For crypto natives this may sound trivial, but for traditional FO who we target here this still constitutes a high barrier to entry.

- **Entire Ecosystem**

A simple investment into Polkadot may involve the purchase (and possibly subsequent staking) of DOT. However, to identify promising startups building on Polkadot requires in depth knowledge of the ecosystem and extensive due diligence. It is also exactly these startups to which we want to funnel the capital that they will require in their growth journey. It is unrealistic to expect FOs who come from different industry backgrounds to do this on their own.

- **Active follow-ups**

This may be the most subtle, but also the most important reason. Nobody “owns” Polkadot, hence nobody is incentivised to follow up with potential investors from the conference, arranging calls and continuing the conversation until the investment is made. Harbour Industrial Capital will charge a standard carry, hence it will be in our very own interest, to follow up on every lead, and get them to invest.

## Harbour Industrial Capital

This section will first discuss the background of Harbour Industrial Capital, how we have successfully raised our Fund 1, and why we think we are well positioned to spearhead this investment conference series on behalf of Polkadot.

### Background of the Fund

[Harbour Industrial Capital](#) (HIC) is a private Polkadot VC fund, established by Max Rebol and Mario Altenburger in 2021. We are registered in the Cayman Islands and headquartered in HK. As of Q1 2024 we have an AUM of over US\$10 million. We have raised this money from private investors such as Family Offices, and subsequently deployed it exclusively in the Polkadot ecosystem. Fund 1 held its final closing on 31 December 2023, and we are about three quarters deployed. The plan is to launch Fund 2 towards the end of 2024, as discussed further below in this proposal.

### Investment Strategy

Harbour Industrial Capital aims to achieve the following four interrelated objectives:

- **Attracting Old Money to Web3**

We currently have around 50 LPs, primarily family offices and HNWI from Asia, Middle East and Europe. Our focus hereby lies on bringing in capital with limited exposure to the crypto space, and offer a one-stop-shop, for everything Polkadot. We observed that



these investors like to place large bets on entire ecosystems, but then prefer to work with professional fund managers to pick individual projects within.

- **Polkadot Education**

Over the past three years, we spent a lot of time educating investors about the benefits of Polkadot, hosting events and meetups, speaking at Web3 conferences around the world and engaging in countless one-on-one conversations. Polkadot is a complex project, and needs good communicators to articulate its message.

- **Achieving Absolute Returns on Polkadot**

In Fund 1 our primary strategy was buying DOT, which we subsequently used in parachain auctions to support promising projects to win a parachain slot. We have so far successfully done this for over 20 parachains. For Fund 2, our primary deployment strategy will be classical token VC, meaning we will pay cash for tokens, typically in a seed round, but potentially also in a growth stage. In addition, we may run other strategies that benefit the Polkadot ecosystem, such as buying liquid parachain tokens which we consider undervalued, liquidity provision (on Polkadot-based DEXes) and coretime brokerage (on Lastic).

- **Supporting our Portfolio Companies**

Once invested in a Polkadot-based project, we support them in every way we can. Traditionally a central value add was helping them secure a parachain slot, which with the transition to core time is however becoming less important. We now help them access blockspace and set up collators, and introduce them to market makers and exchanges for token listing. Another important aspect of supporting our portfolio companies is getting them in front of investors at the Family Office Summits as part of this series, actively supporting their fundraising rounds.

## Team

Below a short bio of the two founding members of Harbour Industrial Capital:

- **[Max Rebol](#), CEO of Harbour Industrial Capital**

Originally from Austria, Max spent most of his career in the Greater China region. After completing his PhD in Shanghai, he worked at consulting companies in Shanghai and HK, focusing on investment research and due diligence. He subsequently worked six years in the research teams of two investment banks in HK (Deutsche Bank and Morgan Stanley). After learning about Bitcoin in 2015, he became active in the HK crypto community, and in 2021 set up Harbour Industrial Capital to help others invest in Polkadot. By operating this fund for over 2.5 years, Max established himself as a spokesperson for Polkadot in HK crypto circles and maintains a strong network amongst investors in Web3. Max has led many Polkadot-related events in the past i.e. HIC



Anniversary Reception and PBA special at the China Club; Speaker at Connected Capital by Google in HK; Instructor of a course on Parachain Auction at the Polkadot Blockchain Academy; Organiser of Polkadot Monthly Meetup; Panel Moderator at Polkadot Day in HK; Judge of the HK Web3Hack and Winner of the TADS Award for Ecosystem Excellence in DeFi. Max has been a prolific speaker for Polkadot at various conferences including ParisDOTcomm (Paris), WOW Summit (HK), TeamZ Summit (Tokyo), Polkadot Pulse (Dubai) and Web3 Festival (HK). For the latter he was also the main organiser of the Polkadot booth, and moderator of the official Polkadot side event. He is a graduate of the PBA Founder's Track in HK. See more details on [LinkedIn](#).

- **[Mario Altenburger](#), CFO of Harbour Industrial Capital**

Born and raised in Austria, Mario worked most of his career in the finance sector in Hong Kong. After completing his MA in Mathematics of Finance at Columbia University, he spent 14 years at Bank of China International, focusing on fundraising for Chinese and international corporates, raising a total of US\$500 billion of debt, equity-linked and structured financings in over 1,000 transactions. As Head of EMEA Origination and Debt Syndicate, he spearheaded the bank's international expansion leading landmark transactions such as the first German CNH bond from Volkswagen, the first high yield bond from Korea by Korean Air, the first Chinese EUR bond by CNOOC and the largest convertible bond from HK by Cathay Pacific. Being a diverse and prolific investor across asset classes, Mario first invested in crypto in 2017. In 2021, he co-founded Harbour Industrial Capital with Max to facilitate investments in Polkadot. Mario has a strong network amongst capital allocators in Asia and the DACH region, and has successfully introduced many traditional investors to Web3. Mario has been a speaker at various conferences; Instructor of a course on Parachain Auction at the Polkadot Blockchain Academy; Panel Moderator at Polkadot Day in HK; Judge of the HK Web3Hack and SG PBA; Winner of the TADS Award for Ecosystem Excellence in DeFi. For more details, please see [LinkedIn](#)

## Speaking Engagement

Over the past few years, Max and Mario have participated in many Polkadot-related events and activities (click on the links for photos and videos).

- Co-organizer of [Polkadot booth](#) at Web3 Festival (HK) and [keynote speaker](#) on Polkadot 2.0
- Organiser of the PBA Special with [Björn Wagner at the China Club](#)
- Speaker at [Connected Capital by Google in HK](#)
- Instructor of a course on Parachain Auction at the [Polkadot Blockchain Academy](#)
- Panel Moderator at [Polkadot Day in HK](#)
- Judge of the [HK Web3Hack](#)
- [Winner](#) of the [TADS Award](#) for Ecosystem Excellence in DeFi.
- Speaker and Panel Moderator at [ParisDOTcomm](#)

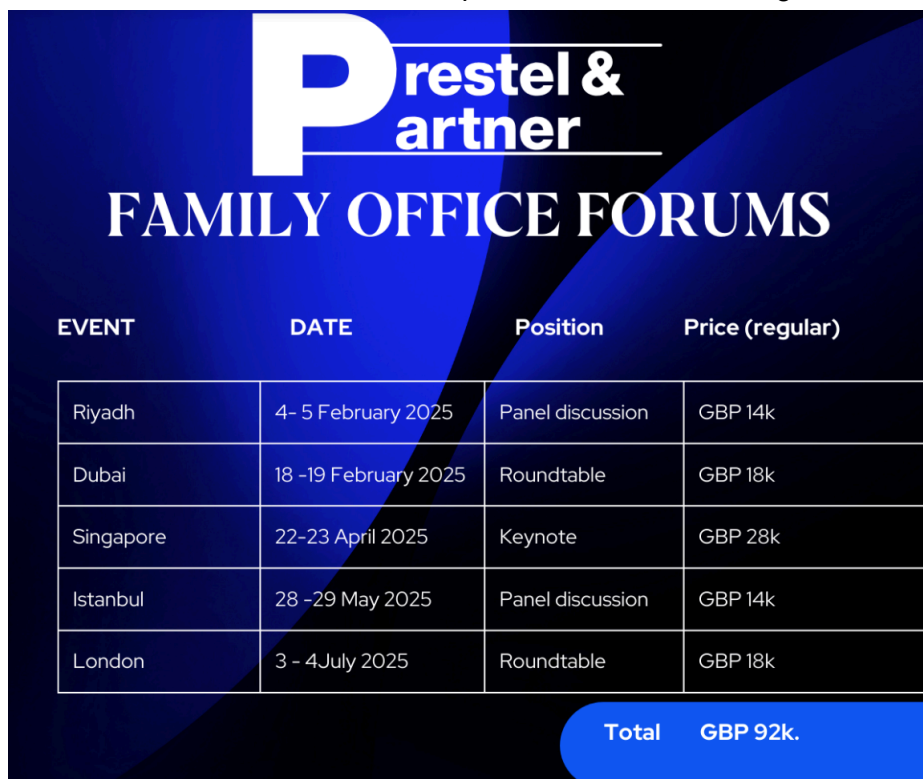
- Keynote speaker [WOW Summit](#) (HK)
- Panellist and interviewee at [Polkaworld Summit](#) (HK)
- [Panellist](#) at [TeamZ Summit](#) (Tokyo),
- [Panellist/Moderator](#) at [Polkadot Pulse](#) (Dubai)
- Panel host at [Polkadot Fireside Chat](#) at SoHo House (HK)
- [Speaker on Blockspace Allocation at Sub0](#) (Bangkok)
- [Panellist](#) at [GM Vietnam](#) (Ho Chi Minh City)
- Interview with the [Business Case for Polkadot](#)
- Interview with [Polkadot Insider](#)
- Organiser of the [Polkadot Monthly Tai Kwun Meetup](#) since 2023 (HK)
- Polkadot Decoded Investor Dinner, 19 July in Brussels
- KBW Investor Dinner 4 Sept in Seoul
- Investor Luncheon at Token2049, 17 Sept in Singapore
- Presentation at Polkadot Decoded Asia, co-organised by [MetaEra](#)
- Polkadot Decoded [VC Panel Discussion](#)
- Polkadot+Friends HK, Host and [Panel Moderator](#)
- Interview with BRA16, a Spanish language Crypto Youtuber, video [here](#)
- People of Polkadot Video [here](#)
- [Graduate](#) of the PBA Founder's Track in HK
- Speaker at [HK Fintech Week 2024](#)


## Budget & Timelines

Below our budget breakdown. We would like to highlight that Harbour Industrial Capital is planning to organise these events at cost. We do not expect to get paid from the treasury for time spent organising and executing these events for Polkadot.

| Item  | Unit   | Amount                                 | Total (USD)    |
|---|--|--|----------------|
| Prestel & Partner Sponsorship Package   | 5 Summits (Riyadh, Dubai, Singapore, Istanbul, London) | Native Currency: 92k GBP for 5 Summits | 120,000        |
| Travel Costs for Polkadot Representatives (ecosystem funds, parachains, W3F, ambassadors etc) | 5 summits with 5 Polkadot Representatives each         | \$1,400                                | 35,000         |
| Accommodation Costs for Polkadot Representatives  | 5 summits with 5 Polkadot Representatives each.        | 3 days at \$200 per day                | 15,000         |
| Post-summit Investor Dinners, 25 guests   | One at each of the 5 conferences                       | \$3,000                                | 15,000         |
| Compensation for time and effort spent by HIC in organising the events                        | 0  | \$0                                    | 0              |
| <b>TOTAL</b>  |  |  | <b>185,000</b> |

Below is a screenshot from the quote of GBP92k provided by Prestel and Partners. This was provided in Sept 2024, and due to the delays in Polkadot Opengov, it is now too late to participate in Riyadh and Dubai. Instead we added two other conferences at the end of the series, as detailed below. The total price will remain unchanged.



| <br><b>FAMILY OFFICE FORUMS</b> |                      |                  |                 |
|--|----------------------|------------------|-----------------|
| EVENT  | DATE                 | Position         | Price (regular) |
| Riyadh   | 4- 5 February 2025   | Panel discussion | GBP 14k         |
| Dubai  | 18 -19 February 2025 | Roundtable       | GBP 18k         |
| Singapore  | 22-23 April 2025     | Keynote          | GBP 28k         |
| Istanbul   | 28 -29 May 2025      | Panel discussion | GBP 14k         |
| London   | 3 - 4 July 2025      | Roundtable       | GBP 18k         |
| Total  |                      |                  | GBP 92k.        |

## Timelines

The 5 FO investment will be held between April and July 2025:

- 29-30<sup>th</sup> April 2025: Singapore
- 28-29<sup>th</sup> May 2025: Istanbul
- 2-3<sup>rd</sup> July 2025: London
- 11-12 November: Zurich
- 3-4 Dec 2025: Riyadh