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**WSBA Announces Program, Speakers and Sponsors Supporting
Debut Blockchain for Wall Street Education Day**

November 29 New York City Event to Help Financial Markets Move From
Blockchain Talk to Blockchain Walk

New York, New York (October 31, 2016) – The Wall Street Blockchain Alliance (WSBA), a non-profit 501 (c) (6) trade association, in partnership with Lighthouse Partners' The Blockchain Conference, has announced key speakers and sponsors supporting its November 29, 2016 Blockchain for Wall Street education day (www.blockchainforwallstreet.com). Participants include ConsenSys, Credit Suisse, DTCC, Hyperledger Project, IBM, Mizuho Securities, Symbiont and Synechron.

A key mission of Blockchain for Wall Street is to support financial markets players as they move beyond “blockchain talk” to engage in “blockchain walk” – the financial markets have witnessed a myriad of blockchain “proof-of-concepts” over the past year or more. The industry is now preparing for a future of production blockchain implementations.

Underpinning the event’s mission is an educational program featuring a number of sessions that will provide practical insights and perspectives on how to leverage, select, deploy and manage blockchain, distributed ledger and smart contract technologies. Sessions will focus on:

- Killer Apps for Blockchains – focusing on specific business areas that will benefit from early adoption of distributed ledger technology.
- Making the Right Blockchain Choice for Financial Applications – discussing permissioned vs permissionless approaches, consensus and governance models and proprietary vs. open source offerings.
- Blockchain Implementation Considerations – covering best practices for blockchain deployment, integration with legacy systems, cloud hosting of blockchains and cyber security issues.
- Deploying Legally Sound, Predictable and Secure Smart Contracts – gives insight on how to ensure that smart contracts reflect legal agreements, are



thoroughly tested and monitored, and can access external information sources.

- Defining Standards for Blockchains and Smart Contracts in the Financial Markets – providing an overview on what existing standards have relevance and initiatives to bring them into the blockchain world.

Notes Ron Quaranta, Chairman of the WSBA: “We are excited to debut the Blockchain for Wall Street education day, which is helping to accelerate real-life deployment of distributed ledger and smart contract technology in the financial markets. Our sponsors AlphaPoint, Calypso Technology, Cloudsoft, Polsinelli and Synechron are all contributing by bringing their thought leadership and real-life experiences to the program.”

About The Wall Street Blockchain Alliance

The Wall Street Blockchain Alliance (WSBA) is a 501 (c)(6) non-profit trade association created for financial market professionals, by financial market professionals. Our mission is to guide and promote comprehensive adoption of distributed ledger technology across financial markets. It does this by engaging with industry leaders, policymakers and technology innovators through direct communication, comment letters, best practice recommendations and more to guide the industry dialogue about this important technological innovation, so that the financial markets can realize the full potential of these capabilities.

For information about the WSBA, including membership, visit www.wsba.co or email to info@wsba.co.

Lighthouse Partners’ The Blockchain Conference

Lighthouse Partners created The Blockchain Conference series as a practical way to support the acceleration of blockchain, distributed ledger and smart contract technology in the real business world, through the articulation of vision, education and market engagement. Further events are planned for 2017.

About Lighthouse Partners, Inc.

Lighthouse Partners, Inc. is a business and technology consulting firm providing business acceleration services related to transformative enterprise technologies with specific focuses on go-to-market and growth strategies involving partnerships, thought leadership creation and events. Lighthouse Partners, Inc. works directly with global IT innovators to analyze business opportunities and create launch and business growth plans for a range of technologies, including blockchain, distributed ledgers, API management, in-memory big data analytics, compute acceleration, low-latency middleware and high performance cloud.



Founder Pete Harris applies his 40 years of business and technology experience and extensive knowledge of enterprise technologies through Lighthouse Partners, Inc. to help accelerate market development with education, market intelligence, POV, product positioning and customer engagement programs. Pete Harris is also an industry analyst, author, community organizer and conference producer, and has curated and edited online resources covering block chain deployment across a number of vertical markets.

More information can be found at www.lighthouse-partners.com.