

10 May  
2019

Room A31  
Main Building

# Fintech: Challenges & opportunities for industry, consumers, regulators



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# Fintech: Challenges & opportunities for industry, consumers, regulators

This guest lecture is organised in the context of USI Master in management ([www.usi.ch/mmg](http://www.usi.ch/mmg)).

Blockchain-based companies are increasingly competing with traditional central and trusted institutions such as banks or insurances. The technology would also enable new business models such as initial coin offerings, whereby even small startups could issue shares and small investors could invest in them in a new peer-to-peer model of financing without intermediaries. The potential of this new technology is currently strongly limited by regulation and the fear of future regulation.

We will discuss with leading industry-experts and entrepreneurs what new forms of financing for startups are currently possible, what the future could bring and how regulation should be designed.

## Definition

A blockchain is a database that is consensually shared and synchronized across networks spread across multiple sites, institutions, or geographies, allowing transactions to have public "witnesses".

## Programme

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<b>10 May 2019</b>	13.30	<b>Introduction to the lecture day</b> Roberto Balmer, USI, lecturer
	13.35	<b>Introduction to KPMG</b> <b>The market environment for KPMG in Ticino</b> <b>The overall role of regulation for KPMGs business</b> Lorenzo Job, Director, KPMG Lugano
	14.00	<b>New possibilities to raise capital for startups: ICOs and STOs, background and state of play</b> André Güdel, Crypto Lead, KPMG Zürich
	14.45	15 minutes break
	15.00	<b>Swiss startup explaining how technological innovation (AI-only based identification services) could solve the current deadlock and open new and more efficient ways for startups to raise public capital</b> Alberto Guidotti, CEO Euronovate & Tap-ID
	15.45	<b>Swiss startup explaining its project and how it raised ICO/STO capital; case study and an outlook</b> Roberto Gorini, CEO NOKU
	16.30	End of the lecture day

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Discussant: Rita Chiancone, USI, MMG thesis on Blockchain

With the  
participation of

