



Forging Web3 Solutions Together

As a pioneering Web3 consortium, we curate synergic alliances across the spectrum – from software development to the intricate domains of legal, fiscal tax, communication, marketing, advisory and education.

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SUMMARY

The synergies arise from mutual esteem and a common mission: to unite the best European companies in one single team, to offer the highest quality standard in the implementation of Web3 projects.

SUMMARY

The Leading Web3 Consortium

We believe in the transformative power of blockchain and decentralized technologies, and our mission is crystal clear: to bring together the finest European companies under one harmonious banner.



100+
projects



80+
professionals



9ys
experience



5
countries

SUMMARY

The Leading Web3 Consortium



One single contract

B3YOND acts as **main contractor** for the project at no extra cost, streamlining the process and **saving time**.

Allowing for flexibility in case of changes or unforeseen circumstances during the project's lifecycle.



Dedicated PM team

Skilled **professionals dedicated to coordinating B3YOND partners** in day-by-day activities. Ensuring communication and deliverables to our clients. Our dedicated team has years of experience in innovative corporate projects. **A senior PM reference will be assigned.**



Top notch partners

B3YOND partners have **proven** and solid **track record** of remarkable projects. Many of them are actually serving also as trainers for **national institutions** and technical consultants for **Web3 EU regulators**.

2

IDENTITY

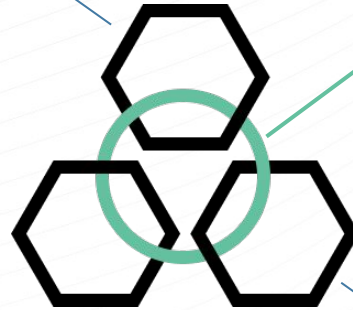
Our identity is deeply rooted in forging Web3 solutions through collaboration, innovation, and a commitment to the highest quality standards.

IDENTITY

B3YOND logo

Affiliates

They seek opportunities to collaborate with B3YOND and are interested in exploring new, cutting-edge initiatives.



B3YOND

Partners

A Partner is an essential collaborator in the B3YOND ecosystem. They bring specialized services and expertise to the consortium, contributing to its diverse skill set.

Sponsors

Sponsors are organizations or entities that may want to align themselves with B3YOND's mission, expertise, and network for future opportunities.

B3YOND main pillars

Synergic Alliances

At the core of B3YOND's identity lies the concept of synergic alliances. We are a collective force that brings together the brightest minds and leading companies across various domains. From software development to intricate legal and fiscal matters, from communication and marketing to advisory and education, we curate partnerships that amplify our capabilities.

Pioneering Spirit

B3YOND embodies a pioneering spirit. We are explorers of new digital frontiers, constantly pushing the boundaries of what's possible in the Web3 space. Our identity is characterized by a relentless pursuit of innovation, a curiosity to uncover the uncharted, and a willingness to lead the way in shaping the future of Web3 technology.

Commitment to Excellence

Quality is non-negotiable at B3YOND. We are committed to delivering the highest quality standards in every Web3 project we undertake. Our identity is defined by a dedication to precision, attention to detail, and a relentless pursuit of perfection in ever

IDENTITY

B3YOND role

CUSTOMER



 B3YOND



PARTNER



PARTNER



PARTNER



3

PARTNERS

B3YOND provides a wide range of activities and services to the members of the ecosystem



B3YOND - Chief Executive Officer

Edoardo Degli Innocenti

Chief Innovation Officer of Kama Sport. Web3's all-in-one technology platform and data analytics, an official partner of Lega Serie A. Previously, he was Head of Business Development at Young Platform, Italy's leading crypto exchange by volume and number of clients. Director of Arithmos Trading, a London-based algorithmic trading company, which he co-founded and sold to Young Platform in January 2022. He was also Digital Transformation Team Leader at Autostrade per l'Italia (2020), leading two of the company's major artificial intelligence applied predictive maintenance and digital document management projects.

autostrade // per l'Italia



KAMA.



B3YOND - Chief Innovation Officer

Francesco Ottoboni

Seasoned professional with proven experience in the innovation and startup ecosystem and in management consulting.

He currently serves as head of innovation and digital initiatives at a tourism hub supported by Cassa Depositi e Prestiti. He works on exploring and leveraging new technologies to improve data-driven solutions in the travel and hospitality industry. He previously worked as an innovation consultant, where he provided valuable guidance and support to startups in various sectors, matching startups with companies. He also gained valuable experience as a business consultant at Accenture, where he deepened his understanding of business transformation.





B3YOND - Commercial Director

Ryan Horn

Business leader with 25 years of experience in sports marketing, branding, entertainment, startups and global partnerships. Former Head of Sports, Entertainment and NFT at Binance, where he signed and activated several global NFT projects - CR7, Lazio, Porto, Santos, Alpine F1 and Tiger Woods for Turkish Airlines. He launched the first ever token in the EPL with Arsenal FC and Fulham FC and signed Alessandro Del Piero as the first global ambassador for the sports token.

Previously, he led a London-based advertising company as CEO for 12 years. He has activated, planned and brokered over \$600m in global sports, media and entertainment, working with and within UEFA, FIFA, F1, Ryder Cup, Rugby World Cup, US PGA Tour, Olympic x 3, EPL, PFA, World Rally, Wimbledon Tennis, ATP Tour, NFL, NBA and beyond. He has worked for the following brands in sports marketing, Nike, adidas, EA, Lacoste, Panasonic, McDs, UPS, BMW, Sony, betfair, Umbro and HTC Mobile.

Founder of N3ON.co, a web3consulting company, and Non-Executive Director of dapio.com, a fintech platform, raising over \$15m for owned businesses.





B3YOND - Partnership Director

Sara Noggler

Helping brands enter the Web3 world. Fascinated by the world of decentralized conceptual applications and an expert in public affairs and PR, I am on a mission to demystify cryptocurrencies and blockchain technology to the masses and advocate for the adoption of these innovations. I work with my clients to shape the blockchain technology narrative to build products and systems that work for everyone, support collaboration, and help everyone live up to their potential.

Communication, reputation management, issue analysis, stakeholder engagement, public affairs, and lobbying.





B3YOND - Chief Operating Officer

Marco Tasca

Investment manager at Urania, a holding company focused on investing in the best early stage startups in the web3 world.

Previously, he gained more than 6 years of experience in the banking world, side-by-side advising SMEs and companies, managing business negotiations.

He has always been interested in the world of innovation and startups. In 2022, he participated in the exit of one of the projects he has followed over the years.





KNOBS - Chief Executive Officer

Vincenzo Rana

CEO and co-founder of KNOBS, Vincenzo Rana is a university professor and co-founder of several other Italian blockchain companies, such as Bcode and Urania Technologies Ventures.

A professor at Politecnico di Milano and a researcher at its Blockchain & Web 3 Observatory, he is the inventor of four patents and the author of more than 80 international publications.

As a leading specialist, he works on the design and implementation of blockchain projects and provides technical advice in investigations related to blockchain and cryptocurrency.





42LF- CEO & Partner

Lucia Maggi

Lucia graduated in Law from the State University of Milan and later obtained a Master's degree in Finance from Bocconi University. Since 2005 she has specialized in intellectual property law, dealing with copyright and related commercial promotion and advertising activities in the fields of music, theater, photography, television, publishing, new media, internet and new media. Lucia has a particular focus on social networks, and my area of expertise extends to contracts related to trademarks, patents, and the protection of software and know-how.





42LF- Partner

Marco Tullio Giordano

Lawyer of the Milan Forum, DPO and Lead Auditor ISO 27001:2013. He focuses on cybercrime and cybersecurity, privacy and data protection, fintech and crypto-assets. Partner of the innovation law firm 42 Law Firm and Co-Founder of LT42 The Legal Tech Company, one of the first Italian legal tech companies. He collaborates with the Chair of Legal Informatics at the University of Milan and is author of legal volumes on new technology law.





42LF- Partner

Giuseppe Vaciago

Giuseppe Vaciago, a lawyer at the Milan Bar since 2002, is co-founder of Studio Legale 42. For the past 10 years, he has been mainly involved in computer law and cybercrime. For the past 10 years, he has mainly dealt with IT law and cybercrime. He has advised numerous domestic and international IT companies. Academically, he holds a PhD in Digital Forensics from the University of Milan and is a lecturer at the Polytechnic University of Turin, where he teaches a course on Data Ethics and Data Protection. He attended Fordham Law School and Stanford Law School as a Visiting Scholar to further his studies in his particular area of research.





COINLEX - Founding Partner

Stefano Capaccioli

Stefano Capaccioli is a Certified Public Accountant registered with the Order of Certified Public Accountants and Accounting Experts of the Province of Arezzo since 06/01/1995. Auditor since 1999. Expert in: bitcoin, cryptocurrency, smart contracts, blockchain, ICOs, tax law, business law.

COINLEX.



The fool - Founder & board director

Matteo Flora

Entrepreneur and adjunct professor of "Corporate Reputation and Business Storytelling" and "Big-Data Strategies" at the Faculty of Economics, University of Pavia and UniBicocca. In 2008 he founded and still co-directs The Fool, the leading Italian company in Customer Insights for Reputation and Value Strategy, in 2018 he co-founded LT42, the Italian Legal-Tech company, and in 2020 he co-founded 42 Law Firm. Through these companies, Matteo helps leaders, companies, and organizations best protect and express their value with the strategic potential of reputation strategies.



Our partners



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WORKSHOP

B3YOND provides a wide range of activities and services to the members of the ecosystem

OFFERING

Full dedicated workshop

10 Modules

B3YOND is a service provided by partners that have a proven track record of remarkable projects for excellent customers.



Gillette[™]



P&G



Full dedicated workshop

1

DLT TECHNOLOGIES AND THE ORIGIN OF BLOCKCHAIN

This in-depth exploration delves into the historical roots of blockchain technology, tracing its origin from Distributed Ledger Technologies (DLT) and providing valuable insights into the evolutionary journey of decentralized digital ledgers. Gain a comprehensive understanding of how DLT technologies laid the foundation for the innovative and transformative world of blockchain

Main topics:

- Double key cryptography, hash algorithm
- Distributed ledger technologies
- Data structures and merkle tree
- Blockchain and consensus algorithms
- From bitcoin to altcoins, stablecoin, NFT

2

SMART CONTRACTS DAPPS AND DE-FI

Explore the intricate world of blockchain with a focus on Smart Contracts, Decentralized Applications (dApps), and the burgeoning landscape of Decentralized Finance (De-Fi) in this comprehensive guide. This in-depth exploration delves into the transformative potential of blockchain technology, shedding light on the innovative applications that are reshaping industries and financial systems.

Main topics:

- Smart contracts
- dApps
- DeFi

Full dedicated workshop

3

LEGAL NATURE AND ASPECTS OF DIGITAL ASSETS

Examine the legal foundations and multifaceted legal considerations surrounding virtual currencies and crypto-assets in this comprehensive analysis. Delve into the intricate legal landscape, addressing issues of classification, regulation, and the evolving nature of digital assets in today's financial and legal ecosystems

Main topics:

- From Satoshi Nakamoto's whitepaper to the spread of virtual currencies
- The legal nature of cryptocurrencies
- Aspects of regulatory law
- Aspects of tax law and taxation
- Aspects impacting GDPR and personal data processing
- Aspects of criminal law (cybercrime, cryptocurrency seizures, blockchain forensics)

4

TOKENIZATION AND NFT

Delve into the world of tokenization and Non-Fungible Tokens (NFTs) in this informative exploration, uncovering the transformative power of blockchain technology in redefining ownership and value representation. This comprehensive guide navigates the exciting intersection of digital assets, art, and collectibles, providing insights into the creation, valuation, and implications of NFTs.

Main topics:

- The concept of tokenization
- Tokenization of real and digital assets
- NFTs and the world of art, collectibles and music
- Digital art and copyright
- The resale right
- Minting activities and sale of NFTs
- Smart contract functionality and resale right/royalties/technical fees.

Full dedicated workshop

5

THE CONCEPT OF METAVERSE AND RELATED ASPECTS

Discover the visionary concept of the metaverse and its associated platforms, while delving into the intricate legal dimensions that underpin this immersive digital realm. This comprehensive study explores the legal frameworks governing virtual worlds, digital property rights, and the future of online experiences.

Main topics:

- Concept and underlying technology of metaverse
- The state of the art and classification of existing platforms
- Metaverse and interoperability
- Metaverse and decentralized web 3.0
- Metaverse and protection of trademarks, patents and IP
- Metaverse, cryptocurrency and payment systems
- Taxation and aspects of tax law

6

SHORT PRACTICAL WORKSHOP

Immerse yourself in the world of Web3 and blockchain through this hands-on workshop, where you'll gain practical experience in harnessing decentralized technologies for real-world applications. From smart contracts to decentralized applications (dApps), this workshop equips you with the skills and knowledge to navigate the future of the internet.

Main topics:

- Opening a wallet
- Operation of a dApp
- Operation of a smart contract

Full dedicated workshop

7

DIGITAL IDENTITY AND PROCESS CERTIFICATION

Explore the critical intersection of digital identity and process certification in this educational program, designed to provide a deep understanding of how blockchain technology is revolutionizing identity verification and secure certification processes. Gain insights into the innovative solutions that are shaping the way individuals and organizations manage and secure digital identities and certifications in an increasingly digital world

Main topics:

- Basics of asymmetric cryptography
- Operation of a wallet as a digital identity
- Interaction with blockchain: creation of a token
- Interaction with a smart contract: creation of an enterprise wallet
- Certification of processes
- Practical examples and call for ideas

8

ZERO-KNOWLEDGE PROOF

Dive into the fascinating realm of Zero Knowledge Proofs and their profound implications in blockchain technology with this educational offering. This program illuminates the powerful cryptographic techniques that enhance privacy, security, and efficiency in blockchain transactions by allowing one party to prove knowledge of specific information to another party without revealing the information itself.

Main topics:

- Definition and operation of ZKP
- Privacy and information protection
- Use cases and practical examples
- Call for ideas

B3YOND activities and services

9

LONG PRACTICAL WORKSHOP

These workshops are designed to facilitate the evaluation of collected ideas and to identify high-potential Proof of Concepts (PoCs) within your project or organization. Through collaborative sessions and rigorous analysis, this program helps pinpoint innovative concepts with the greatest potential for success and practical implementation

Main topics:

- Recap and organization of all collected ideas
- High potential PoCs exploration
- Practical example and fast prototyping
- Material delivery and next steps

10

POC DESIGN WORKSHOP

Our "PoC Design" section is a critical phase of the workshop where innovative ideas begin their journey towards becoming tangible, workable solutions. In this dynamic segment, participants engage in a hands-on approach to breathe life into their concepts, creating Proof of Concept (PoC) models that demonstrate feasibility, functionality, and the potential for scalability.



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THANKS

