



# 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

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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



120+  
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**.

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# IDENTITY

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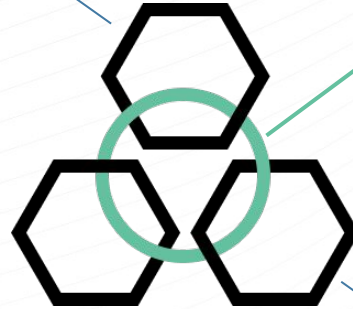
Our identity is deeply rooted in forging Web3 solutions through collaboration, innovation, and a commitment to the highest quality standards.

## 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





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# PARTNERS

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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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# OFFERING

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

OFFERING

B3YOND is dedicated to customers and partners

# NO FEES

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



**Gillette**<sup>™</sup>



**MEDIASET**



**P&G**





## OFFERING

# B3YOND activities and services

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

1

GATEWAY TO THE EUROPEAN WEB3 ECOSYSTEM: A DEDICATED REFERENCE PERSON

2

CONNECTING EVENTS: NETWORKING PANELS AND ROUNDTABLES

3

MARKETING AND PROMOTION THROUGH B3YOND CHANNELS

## B3YOND activities and services

### SPONSOR

#### Definition

Company new to the field, eager to learn and be educated about Web3 and to discover B3YOND offering

#### Activities and services:

Facilitate relationships and synergies between the Sponsor and other members of the B3YOND network and ecosystem.

Invite the Sponsor to at least 1 annual event organized with the other members of the B3YOND network and ecosystem (Sponsors, Affiliates, Partners), ensuring adequate visibility and active involvement of the Sponsor itself;

Highlighting it as "Sponsor of B3YOND" receiving a periodic newsletter to the Sponsor.

### AFFILIATE

#### Definition

Company with moderate Web3 knowledge and willingness to deeply engage with B3YOND partners to explore new business opportunities

#### Activities and services:

Facilitate relationships and synergies between the Sponsor and other members of the B3YOND network and ecosystem.

Invite the Sponsor to 2 annual event organized with the other members of the B3YOND network and ecosystem (Sponsors, Affiliates, Partners), ensuring adequate visibility and active involvement of the Sponsor itself;

Highlighting it as "Affiliate of B3YOND" receiving a periodic newsletter to the Affiliate.

## B3YOND activities and services

### PARTNER

#### Definition

Company aiming to provide its services and integrate them with B3YOND consortium offering, with the ultimate goals of delivering comprehensive end-to-end solutions to clients.

#### Activities and services:

Promote the Partner and its Services in an ethical and professional manner, exploring market opportunities with the aim of maximizing economic results and business development;

Displaying them on its website and infographic materials, highlighting the Partner as a "Partner of B3YOND", facilitating relationships and synergies between the Partner and other members of the B3YOND network and ecosystem;

Invite the Partner to at least 2 (two) annual events ("Matchmaking Day" and annual "Web3" event), organized with the other members of the B3YOND network and ecosystem (Sponsors, Affiliates, Partners), ensuring adequate visibility and active involvement of the Partner itself;

Sending periodic newsletter to the Partner, with information and content related to the area of interest of the network and the B3YOND ecosystem;

To send a periodic report on the status of Web3 services.

## B3YOND activities and services

### MEMBER

**Definition**

A professional figure already established in the Web3 ecosystem.

**Activities and services:**

Promote B3YOND and its Services in an ethical and professional manner, exploring market opportunities with the aim of maximizing economic results and business development; Displaying them on its website and infographic materials, highlighting B3YOND as a powerful network to leverage in order to execute Web3 projects, facilitating relationships and synergies between B3YOND and other prospects of the member's network and ecosystem;





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# THANKS

