

# Welcome to the first Pi-eX hackathon

When Fine art investment meets Fintech

## Agenda

6.30 Welcome

6.45 Inspiration

**How London is re-inventing itself through the FinTech lenses?** *Claire Cockerton, CEO & Chairwoman of ENTIQ*

**How blue chip companies adapt to changes brought by technology?** *Stephanie Griffiths, Founder AlienorStudio*

**How Millennials consume culture?** *Saite Chen, Founder Opera e Mobile*

**The perfect Fintech storm brewing in the art world?** *Christine Bourron, CEO Pi-eX*

7.45 Brainstorm

**How Blockchain will disrupt art and boost investment?**

*Tomas Mloduchowski, Solution Architect ENTIQ*

*What are the pain points when investing in Art?*

*How can Fintech grow the Art market?*





## Pi-eX mini hackathons(\*) series

Pi-eX is organizing a series of mini hackathons(\*) about the future of Fine art investment and how Fintech can/will improve investment opportunities in art.

Fintech refers to new solutions, bringing technological innovations to the financial industry. How relevant is that to art?

With Fine art being seen as an investment opportunity, it is only a matter of time until new Fintech solutions will change investment opportunities in art.

Pi-eX believes that Fintech will bring positive changes to the art market helping Fine art become a true asset class for investment purpose. Pi-eX mini hackathons are opportunities to reflect on these issues.

Mini hackathons are enriching and fun events to attend. A small group of selected senior executives with complementary experiences are invited to participate: art professionals, finance professionals, art collectors, Fintech entrepreneurs, art advisors, wealth managers, art lawyers, art dealers, etc ... Entrance is upon invitation only. Invitations are personal and cannot be transferred.

Pi-eX is an art Fintech company. It brings finance and technology together to provide investors with new tools and opportunities to invest in art.

(\*) hackathons are events in which various participants - originally computer programmers - collaborate intensively on a project or an idea.



## Pi-eX our speakers



*Saité Chen*  
Founder Opera è mobile

Saité Chen is the founder of Opera è mobile, an innovative French startup that re-imagines opera for the Millennial audience.

Opera è mobile connects aspiring young opera singers and instrumentalists to perform free operas in the streets of some of the world's greatest cities. Using simplified explanations, minimalistic staging, and interactive performances, Opera è mobile has been uniquely successful in democratizing classical opera and providing a stage for young performers.

Opera è mobile uses social media as a tool to connect with the audience and will soon bring the power of crowd funding to service your classical music needs.

Saité holds an Advanced Master in Business Strategy from ESSEC Business School and worked at Deloitte as Senior Assistant in Asset Management Audit



## Pi-eX our speakers



***Claire Cockerton***  
Founder, CEO and chairwoman of ENTIQ

Claire Cockerton is founder, CEO and chairwoman of ENTIQ, an innovation and economy enabler and a leader in innovation delivery, new-venture development and ecosystem creation. She was founding director and CEO of Innovate Finance, a movement backed by the City of London and Canary Wharf Group for a more diverse, resilient and accessible financial-services sector. Cockerton designed and developed the Level39 Technology Accelerator in its first two years and ran Cognicity, a smart-city technology program at Canary Wharf. She helped establish the business model for Virgin's Branson Centre for Entrepreneurship and advised Guardian Media Group on its Digital First transformation strategy. Before moving to the UK, Cockerton founded, grew and sold Aesthetic Ewarthworks, a multimillion-dollar sustainable architecture firm in Canada. She is active in Women in Tech, Tech London Advocates and Women Shift Digital and is a member of Mayor Boris Johnson's London Tech Ambassadors Group. Cockerton holds an M.B.A. from Imperial College.



## Pi-eX our speakers



**Stéphanie Griffiths**  
Founder AlienorStudio

Stéphanie Griffiths has over 15 years' experience in digital transformation, marketing and change management. While working at Vodafone she developed a deep interest in mobile-led innovations. She established her own consultancy // AlienorStudio.com // and has been involved in innovation and prototyping to help businesses such as WPP, BNP Paribas, Labelux, Future Foundation, Daily Mail Group to grasp the business opportunity of data and digital.

Through Design Thinking & agile methodologies she brings digital within companies' DNA and turn staff into "Intrapreneurs". She is currently focusing on the impact of blockchain within financial services.

She regularly speaks at industry events (World Travel Market, Airports Council International, Mobile Marketing Association...) focusing on digital & innovation.

Stéphanie is also active in the public sector and sat on the Board of Visit Britain advising on digital, mobile & social media during the Olympics. She is passionate about mobile marketing and was a Member of the Board of the Mobile Marketing Association. She was also a mentor to Mozilla's Ignite Challenge and "Apps for Good".

Her background is digital working for Egg and on P&G and LVMH brands. She holds a Research & Marketing Master from Sciences Po Paris. Twitter: @Alienorlondon.



## Pi-eX our speakers



*Christine Bourron*

Founder & CEO of Pi-eX Ltd

Christine founded Pi-eX in London in 2014 to provide institutional investors with transparent and regulated investment opportunities in the Fine Art market. Under Christine's leadership, Pi-eX developed a financial derivative called the "Contract on Future Sales" (CFS). When buying CFS, investors can build synthetic portfolios of specific chosen artworks, reflecting their investment views and preferences without having to own the underlying assets.

Pi-eX is authorized by FCA to arrange and provide investment advice in CFS.

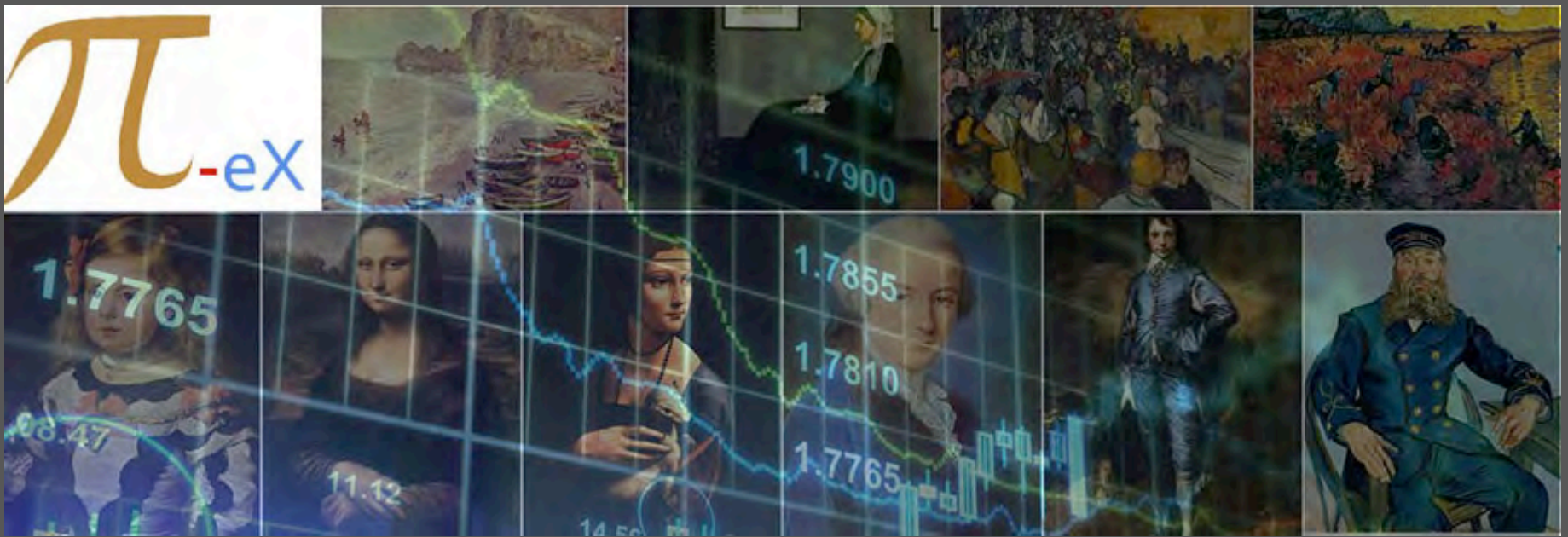
Christine made a career of starting innovative businesses in changing markets.

She founded PaintingsDIRECT.com, the first online art gallery in 1998 in New York. By 2000, PaintingsDIRECT was representing 500 artists and featuring 20,000 original artworks all available for sales online.

In the following years, as Russia was going through unprecedented economic growth, Christine saw an opportunity to offer innovative services to Russian clients and started Green & Grass in Moscow, Russia in 2006. The company offered High Net Worth Individuals turnkey solutions for the creation of large parks (over 1 hectare).

Before starting her first business, Christine worked for Corporate Decisions, a strategy consulting firm in Boston, US, Apple Computer in Kiev, Ukraine and Procter & Gamble in Paris, France.

Christine has a dual MBA/MA degree from the Wharton School and The Lauder Institute, School of Arts and Sciences, at the University of Pennsylvania. She is also a 1990 graduate of ESCP Europe, Paris France.



## Pi-eX our speakers



**Tomasz Mloduchowski**  
Solution Architect at ENTIQ

Tomasz Mloduchowski is a Solution Architect at ENTIQ where he provides insights on the impact that blockchain can offer to the finance and identity markets.

Tomasz studied physics at MIT where he focused on computational physics and supercomputing.

At Harvard, he audited a number of lectures at the Berkman Centre.

He is an alumnus of the Clinton Global Initiative University programme, and founder of the Warsaw Hackerspace, where he explored the NGO and local governance segment.