

B21 seeks to make investing in Cryptocurrency user friendly for the masses; Interview with Miles Paschini, B21 Founder



Miles Paschini
B21 Founder

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I recently interviewed Miles Paschini to discuss his latest venture, B21. Miles is a serial entrepreneur with almost 30 years' experience in building innovative businesses in mobile and financial services markets. He has seven issued patents related to payment processing services during the development of EWI Holdings that was sold to Blackhawk Inc in 2006. Recently he developed the industry's first cryptocurrency linked debit cards that were implemented by the industry's leading cryptocurrency wallet and exchange operators. Miles said; "I created the first crypto-linked debit card and received the first E-money license in Gibraltar. We issued over 1 million accounts and had 95% of the world market share in crypto linked debit card point of sale transactions. "

I asked Miles to share his vision of how B21 can bring cryptoasset investing to the masses and he said, "It is difficult for non-technical people to buy and sell cryptocurrency, because it is challenging for the average non-technical person due to clunky interfaces and security issues. We have put together a team of experts in building mobile payment systems and investment platforms. As the decentralization trend continues, B21 plans to be the first regulated cryptoasset investment product that is approachable to the mass market and accepts local currency to initiate investments." Miles went on to say, "Crypto is today what the Internet was in the 90's, and B21 is creating an easy, safe, trusted third party investment platform that is accessible to the average person interested in investing in cryptoassets, B21 users will even get to vote on the projects they want to have on the platform ensuring investment opportunities match B21 users' interests."

I asked Miles about the uncertainty surrounding the crypto market and he said, "There is too much uncertainty in some jurisdictions, so we are not offering our services in the US and China, but we have applied for a Distributed Ledger Technology (DLT) license in Gibraltar that has four key element which will enable us to send and receive funds, exchange virtual currency, open custodial accounts, and give investment advice. We are also applying for an International Financial Entity (IFE) license in Puerto Rico, which will give us traditional banking capability with associate access to the Fedwire system. "We are building the world's largest cryptoasset investing community and we envision a milestone of having 1 million portfolio accountholders with an average recurring monthly investment of \$100 with B21 as a regulated trusted financial service provider, that will be powerful."

B21 aims to be the market leading personal wealth management platform for cryptoassets and provide similar advancements in retail investing that Betterment and Wealthfront have for equity and ETF markets. They want to make it very simple to invest in cryptoassets, setup goal based investment plans, which allow the everyday consumer to participate regardless of their general investment or cryptoasset knowledge. Additionally, they plan to support everything from small investments to larger investment goals catering to a wide array of beginner to seasoned investors.

A. Lyle Elias
ATMIA Founding Director