

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: You're listening to the See Jane Invest Podcast Episode 12. See Jane Learn Blockchain with Caitlin Copple Masingill and Jamie Iguchi, co-founders of the Token Women Project, a platform dedicated to helping women participate fully in the blockchain revolution.

Kelly: Hi, I'm Kelly Keenan Trumbour, as an Angel investor and film producer there's one question I always ask myself and then women I mentor, what does it mean to invest in yourself and not simply wait around for someone else to invest in you?

Kelly: If you want to play big in places that might not be familiar with your voice, your brand of leadership, and your place in the world the first person you should be expecting to back you is you. If you're craving a conversation that goes beyond fighting for a seat at the table and instead talks about how to take over the whole damn lunchroom you're in the right place. Welcome to the See Jane Invest Podcast.

Kelly: Did you know that in 2017 Bitcoin investors cumulative wealth was \$85 billion, but women only accounted for \$5 billion of that pie? My next two guests are arguing that we are in a crucial moment and just says if in 1992 someone had said, "You know what, the Internet's just a fad, email's not going to last. It's just something like the attack, it's just going to come and it's going to go." You would have been crazy to listen to that. They're arguing that the cryptocurrency revolution is underway, and it's the early days, and now's the time for women to get more involved, more educated about cryptocurrency, and to not opt out.

Kelly: It was a pleasure talking to these two women. They are co-founders of the Token Women Project, as well as a bunch of other women who we couldn't get on the show. Caitlin Copple Masingill and Jamie Iguchi are the two women that I had the pleasure of speaking to. They had a wealth of information about everything that's happening in blockchain technologies. Don't worry, if that's something you're not familiar with it is a little on the complex size, but we dive into it, we explain all the particulars, simplify it so that it's not so strange of an idea. This is the whole point of the Token Women Project. They want this to be very accessible so that women can make decisions about whether to get involved and whether to actually invest with cryptocurrency.

Kelly: Caitlin Copple Masingill is the co-founder of the Token Women Project and she aims to make the world a better place through social entrepreneurship and inspiring more women in people of color to run political office, especially from fly over states.

Kelly: She is the Public Relations Director at Oliver Russell, a marketing agency and certified B Corp. She is also a former elected official and the co-founder of Boise Women Who Get Shit Done, pretty impressive.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: Then we have Jamie Iguchi, also a co-founder of the Token Women Project. She is an attorney admitted to practice in the Montana State and federal courts, as well as in California and New York.

Kelly: Born and raised in Los Angeles she is an alumna of the University of California, Santa Barbara. She earned her law degree from UC Davis. Her practice includes commercial and civil defense litigation and she serves on the board of ACLU of Montana and on the Technology Committee of the State Bar of Montana.

Kelly: Help me welcome my two guests dive into this episode because there's just a wealth of information. If you've ever had any curiosity about crypto currencies, whether that's block chain or any of the other crypto currencies you might have heard about. This is a great episode to get a primer on all of that. Let's dive in.

Kelly: Today we have Caitlin Copple Masingill and Jamie Iguchi who are joining us from the Token Women Project. This is really a hot bed issue right now, cryptocurrency, there's been a lot of talk about the excitement, the risks, the opportunity that goes with the idea behind Bitcoin. These two women are taking on the fact that not a lot of women have been getting involved with it. Why that should change and at least the education that should go into learning more about it is what they're all about.

Kelly: Jamie and Caitlin, welcome to the program.

Jamie Iguchi: Thank you very much.

Caitlin Copple: Thanks for having us.

Kelly: Tell us a little bit more about the origins of Token Women Project. First, it's a really interesting name that I think plays on two different things. Do you want to talk about that?

Caitlin Copple: [crosstalk 00:04:49]. Jamie, she came up with the name, so I'll let her start there and then we can talk a little bit about before the co-founders came together.

Kelly: Yes.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Jamie Iguchi: Sure, so the name we've gotten a lot of positive feedback on the name itself, which it's a play on words, of course. As we know, there's a great gender inequality, gender imbalance in tech generally where women aren't represented. There's just a lot of struggles with obtaining credibility and being recognized for their work. Especially in blockchain this inequality is even more pronounced. Going with what we are trying to achieve with Token Women Project, the word Token refers to the one or two women in a group or a room of men in this field who are there and being treated as the token female on the project or the token female in the workplace. Of course, on the blockchain there are these things called tokens that can be used for many different things. That's what we were trying to achieve when we came up with this name of Token Women Project. It's definitely supposed to speak to both meanings of that word.

Kelly: I thought that was fantastic because I got the double entendre there right away but I'm only recently getting involved with startups that are using the whole token system. That's completely different than what a normal startup does. Before I go off on that why don't I let you two talk about just how you got together, why you create the Token Women Project, and what it's all about?

Caitlin Copple: Sure, this is Caitlin again. The four co-founders, Christina Roberts, June Noel, Jamie, and myself are all close friends with June, she's kind of the common thread I guess that brought all of us together. June's really amazing because she's kind of the brains behind the whole operation. I think we're all intelligent women in our fields, but June really is a technologist and she's just about to finish up her master's degree from Harvard Extension. She works as the Director of Product for a fast growing martech startups called Luminad that's based in Missoula. June really has just become an evangelist for the blockchain and for women getting involved and not being left out. As you may know, only 5% of cryptocurrency users are female, yet we know that women often make their financial household decisions and tend to have better results when they do launch businesses or lead businesses in terms of sustainable ROI over time. It was really important to June to educate her friend and then I think all of us her passion was contagious, so we wanted to support her however we could and help educate women and bring our unique strengths and [inaudible 00:08:04] fundraiser for a major non-profit Planned Parenthood, that's Christina's background, and then my background in public affairs and PR. We decided to go for it.

Kelly: Let's walk it back just a little bit. For those of us who are new to the whole cryptocurrency, Bitcoin thing, just give us the elementary school version of what this is all about.

Kelly: Let's walk it back just a little bit. For those of us who are new to the whole cryptocurrency, Bitcoin thing, just give us the elementary school version of what this is all about.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Jamie Iguchi: Sure, I can take a stab at that. It's taken off in the news recently things that are happening in the markets. There's a lot of focus on Bitcoin specifically, but as you know and probably a lot of your listeners probably know, Bitcoin is only one of many different kinds of currencies. cryptocurrency is one of many different kinds of applications of the blockchain, which is the underlying technology. There's a lot of work being done in this field. It's not just this year or last year. I think if I were to try to put a date on it probably five to seven years ago is when people really started to get in on this form of technology.

Jamie Iguchi: What you hear about in the news I guess is the teenage millionaires who just happened to make some lucky bets on Bitcoin and made a lot of money off of this. What we want to do with this project is to educate people on the various applications and just how many different industries are going to be affected when this blockchain technology as applications really take off. That's the background, higher level view as to the context at least as we see it.

Kelly: So in a way [crosstalk 00:09:58]. Oh I'm sorry Caitlin, go ahead.

Caitlin Copple: I was just going to add that I think part of the appeal of blockchain right now is we know that trust in institutions and even our democracy is really at an all-time low. I think this idea of the peer to peer network, not even having data that could be hacked, given all the scandals that we've seen in the past decade really make this new concept really appealing to people. I think what really resonated with me about how to explain the thing that is blockchain is that really it's just a list of transactions from a certain period of time. It's so important that it's like the new internet. What we think of as the internet now seems to be going away and blockchain is really going to be the future. In some ways it's a way of getting back to the original purpose of the internet, which was really to democratize and decentralize everything. Some of that's happened, that's part of why I think it's interesting.

Kelly: When I got into learning more about Bitcoin that was my entry into it, but to walk it back, the real start that you want to talk about, which Jamie mentioned was you want to start with a blockchain. Blockchain, for people who are wondering what this is all about, Blockchain, like Caitlin said, it's very much like a list, but also a list that is part of a web. That's why you get a lot of references to a new form of the internet. It's decentralized, meaning there is no one institution, whether that's a bank or a school who is controlling the information. What it enables people to do is to keep permanent records of everything that has happened around online transactions. When you look at crypto currencies, crypto currencies are part of the blockchain because that's one form that can get traced and recorded. That's when you start talking about Bitcoin and Bitcoin is a type of cryptocurrency. The idea is that there's this whole new virtual stock market that is being created online but online in a way that is different than the internet that most of us know when we just go on our computers.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: I have also gotten into understanding blockchain for not just the cryptocurrency side of things, but also a way of tracking authenticity. I've been introduced to companies that are trying to do this for jewelry, that you make sure that you're getting jewelry that if it's estate sale jewelry that you can kind of figure out where its origins are if you're trying to do ethically sourced minerals or gemstones that you can actually authenticate, that it came from there and you're not just taking a dealers promise that that's where it's from. This is why it's considered revolutionary because there is a way in which the whole blockchain allows people to trace the origin of something without an oversight from some kind of institution. That gets back to the whole democratization of it.

Kelly: There is a risk too. It's one that may be a very good risk. But part of this is that whenever you're talking about, especially in the crypto currencies, and there are many, many, many different ... There's not just Bitcoin, all these different crypto currencies are getting valued at different levels just like the stock market. But its all kind of in a bubble where we've yet to have the standard currencies back it, meaning the U.S. dollar or other institutions. It hasn't integrated with that. That makes people wonder okay is this going to be worthwhile in the long run or is it just going to be an out there dream that people are playing with Monopoly money.

Kelly: Do you guys want to talk ... Oh sorry, my microphone just fell, back that up. There is some risk in this, but it's speculative at this point. Did you want to talk about the side that makes people a little wary when they get into especially the cryptocurrency side of things, but blockchain in general.

Caitlin Cople: Sure. I think women probably by nature are a bit more risk averse which can actually really be one of our strengths in business. I think, first of all, we're not offering financial advise to anyone. We're not going to be dispensing suggestions on how and when to invest. Our mission really is to help women understand the technology, and the power of the technology, and the other women who are doing cool things in this space. I don't know if you saw recently, but Glamour had a great story that "cryptocurrency Is Not Just a Boy's Club," was the headline and it introduced readers to nine women who are changing the game. I think it's just really powerful to see women leveraging cryptocurrency but also just the fundamental underlying blockchain technology to do good in the world, that's what really excites me as somebody who's an evangelist for B corporations and conscious capitalism in general. I love that there's things like BitPesa that are helping women in Africa buy and sell Bitcoins from their mobile phones, for example. I think that's really great to see women doing that and that's part of why I think more women need to be in this space.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Jamie Iguchi: What I would add to your question about the risk and how that might be of concern to some individuals, and maybe women in particular, for one, I'm not sure if I personally would ascribe to women being more or less risk averse. Certainly, there is something there that we're trying to address, that 5% of cryptocurrency investors that Caitlin mentioned earlier, why are only 5% women?

Jamie Iguchi: To that question about risk, I think that what we are trying to cover is not to try to evangelize I guess you would say on any particular cryptocurrency or cryptocurrency specifically, but to try to educate women in particular as to why some people think it's risky, what the risks might actually be so they can make their own decisions as to whether they want to proceed down the cryptocurrency path or to get involved in another application of the blockchain.

Jamie Iguchi: I can give an example like medical records. I know a couple of people who are in the medical field and I've heard complaints about how difficult it is to gather a particular patient's prior medical history. I said, "Well there's an application of blockchain for that." When you have the right program set up you can actually get an entire direct medical history of the patients very quickly and without having to worry about if there are holes in it, or if there's an authenticity problem with any particular record, and things of that nature.

Jamie Iguchi: Going back to the risk question, there's going to be risks with any type of financial investment that anyone makes. What we want to try to make sure that doesn't happen is that women think oh it's speculative. You can see these markets going up and down, therefore, all of cryptocurrency and all of blockchain is not for me. That's the reaction that we don't want to have happen. We want to make sure that women are aware of the entire picture, all the pros and cons, and exactly what all of the applications are.

Kelly: The way I like to think of it is a very sensible way to grow a long-term investment that I think most people in the financial world would talk about is put some money into the stock market, let it grow over decades. Well, that's highly speculative and it's only been because you have basically decades, if not going on a century or more, of people looking to the stock market in the U.S. and other countries to be a source where all these things ... Quite frankly, the way we're talking about cryptocurrencies being traded, when you talk about these are really things that are traded on the stock market, pork futures, steel costs. These are all things people are putting money behind to see if it will grow and it's kind of it's own game. It's just that we have a long time and many, many different who have said, "Yep, we think that's a viable playground for all of this to happen," and things can go wrong in it. The stock market itself is always going to be risky.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: What I think is different about Bitcoin, and this is where I think your mission comes into it, is that it's not been easy for people to grasp. It's not intuitive. It's requiring another kind of thinking where you're letting the authority for whether something is or isn't a good investment come from a much wider democratized base, and even your own judgment as opposed to somebody saying, "Yep, seal of approval. We say this one works." Your mission is to make sure that people don't miss the blockchain revolution. Can you talk about just what it is that you're hoping people, women especially, are coming to you to learn about all of this?

Caitlin Copple: Our company is really only, I don't know, a month old, two months old [crosstalk 00:20:16] so we're still definitely in the process of serving women about what kinds of content they want to read and what would help them, or what their interests are, around educating themselves about this movement. We know that the 101, the basics, are still very much needed. We're starting to compile a bunch of content to help us get off the ground and we're exploring some partnerships for that content to get out into the world. That's kind of where we're at right now.

Caitlin Copple: I think the main thing that really resonated with me when I was first talking to June, our other co-founder about this, was that she was like, "What if someone told you in 1992 that the internet was just a fad or that email was just a blip, it's not really going to stick around? How stupid would you feel now?" She feels like this is that moment, and we all do too, and that's why we're getting behind the Token Women Project.

Jamie Iguchi: Then to Kelly your earlier question about the difficulty about getting your head around the blockchain and how that can maybe, if I'm interpreting the point you made correctly, how that can be a road block to investing in Bitcoin or some other form of cryptocurrency. What I keep going back to as we're working on this company is that 5% number. That's one of the things that June told me at one of our earlier conversations before we got Token Women Project really going is there's this \$85 billion that people are making off of Bitcoin last year. You think of \$85 billion only 5% of the investors are women, 5 give our take. That's why we're taking some time to survey women as to what it is they need to know, what do they want to know, need to know about watching, about cryptocurrency in order to be successful at it, trying to get at that 5% and what will it take to get that 5% to 25%, 40%, hopefully 50% or more in that particular application.

Jamie Iguchi: I think one of the reasons why the numbers are the way they are in terms of the proportion of men and women that are in this space right now is just the general problem you see in encouraging and supporting women in STEM. At least my own observation growing up, it was all the guys who were fiddling around building computers or playing around with different programs on their computers, and those are the ones who are probably going to be like, "Oh, what's this Bitcoin thing?" It would be much more easy for them to get into it, throw some money into it without even thinking too much about the pros and cons. Then here they are comprising 95% of that market.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Jamie Iguchi: Like we mentioned earlier, what we want to do is try to get to know specifically what are women looking for? How often do they want to hear from us? What areas rise to the surface in terms of interest in this?

Kelly: I loved all the points that you made because I've certainly seen myself when I was in college, I had a professor, I was an English major. I was completely in the liberal arts, loved it, but I'd just be sitting around for three to four years doing old English poetry, essays, stuff like that well the guy who was my supervisor at my college, University of Detroit, Mercy, which is now a startup hub, he actually required everybody in his English program to take HTML. He said, "It's a language, and if you don't learn it you're going to be behind. You want to graduate, you want to get my sign off from what you're doing, you have to go learn HTML." We would go, there was a guy in our class who had actually, successfully sold some intellectual property that was all coding in the very early days of the internet. He had a house, he'd invite us over, and he'd teach us HTML.

Kelly: I think one of things that important is whether or not you think cryptocurrency is or isn't going to be a thing, whether you're interested in Bitcoin or not, to my professor's point, it's in itself a new language, it's a new prototype, and I think it's very important for everyone, especially a very diverse field of users to be aware of what it is and to not just block it off and go like I would have back in the late 90s with HTML.

Kelly: I'm sorry, I'm here to study Chaucer, can we get back to that? It was like to have somebody say, "Learn this, be aware of this," and now because I understand HTML I can't tell you how many times I've had somebody in front of me pitching a tech startup and they can start talking about what's going on in the background, in the coding, I don't understand all the languages, but HTML gave me enough of a hook that I get where there are gaps or where I'm thinking, "Oh wait a minute, that's why this isn't working right. Tell me about the guy who's working on this or the woman. What's their background? Why are they doing it this way?"

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: You brought up an interesting example, I had mentioned that I had seen startups, one of which I know that's very cool is in the jewelry space and is trying to make sure that jewelry is ethically sourced. You mentioned medical records. Correct me if I'm wrong, I think one of the things that's very cool about this is right now, especially from what I'm seeing as an investor you have a lot of people who are picking up apps, for instance with medical records, there are tons of platforms out there that are trying to make medical records accessible to both patients and hospitals, to authenticate them, to work with HIPAA. You have to choose between a bunch of them, and they all have flaws, and some of them work great in one area, but not in another. One of the things that people are really hoping that blockchain would enable you to do is that it's not like you're going through different apps or different platforms. It's like there would just be one chain of record for your medical records. There could be different businesses that get involved with that, but the actual blockchain of your records just exists, kind of like a DNA strand exists in your body, that information exists as one giant strand out in the cyber world for people to access and to have the ability to share or not share. Is that kind of on the right path?

Jamie Iguchi: That would be my understanding of it. Also, that's one of the great benefits is that the way medical records, for example, or birth certificates, or deeds are stored now it's in one centralized location. If something happens to that physical location, or as we've seen in Atlanta, the system is hacked, the government record system is attacked and ransomware has been put on it, you can't access it.

Jamie Iguchi: You wouldn't run into those kinds of problems if those records are stored on the blockchain because you'd have to basically simultaneously hack every single location where that information is distributed and stored. It's almost impossible. I think as of last week when I was reading some articles on it no one has been successful in hacking the blockchain, it's very hard to change everyone's information with identical information all simultaneously.

Caitlin Copple: I love that too for voting purposes and elections. I think it's a bright spot in that field as well as campaign finance and just holding .... for accountability of folks in Congress and helping make it more understandable.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: From what I understand too the benefit of the blockchain is that one of the reasons it's so hard to hack is that every interaction with the information creates its own record. You get to see who's accessing it. I think a potential fear might be like oh my God, does anybody get to see my information if it's just floating out there like some weird DNA strand in cyber world? Does that mean people can get at it? First, there may be privacy around the whole blockchain. You guys might know more about that than I do. My understanding is that even if you do have bad actors who are trying to get at your information there is a record created of who is looking at and trying to change that information. It's very difficult for people to mimic the user who has the rightful use to it. It's very easy to get caught if you try something.

Caitlin Copple: Right and I think to answer the privacy question, I think what's important to remember is that just because on the blockchain the information is encrypted and distributed, distributed doesn't simply mean it's out there like you put a sign out on the freeway and everyone can see the information. You have to be on that network and the software that are being used for medical records applications, for example, that doesn't mean that your medical records will be out there for all the world to see, even anyone who had your ... You have to still be within that network and have some credentials. It varies from program to program, but that's one really important thing I think people who are getting into this field should keep in mind.

Kelly: To the point of what you can do with this, what it opens up, I know Caitlin you have a background in politics. Jamie you are involved with practicing as an attorney. I have a background in politics as well and one of the reasons you want to see more diverse people taking advantage of what blockchain can do is the programs it can set up, the policies, the businesses, this is exactly like politics, it's like the startup world, the more diverse the voices are the more worldly and useful the programs are going to be. You might not just get a bunch of programs that are aimed at financial gain. You might get a lot of programs that are there, you mention the ability for people in Africa to send cryptocurrency on their phone, that's a big plus for remote areas because sometimes they don't have access to banks in the way that we do in first world countries. There's so many infinite applications for how this works just as a social impact level.

Kelly: Can you talk some more about some of the great ideas that are out there that are relying on blockchain to accomplish what they're set out to do?

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Caitlin Copple: Sure. One of the posts that I just wrote for Token Women Project, it's not up yet, is all about liquid democracy which has been covered in TechCrunch and a few other places, but I still feel like most people even in the public affairs space probably don't know a ton about it. It's basically this concept advanced by technologists and blockchain enthusiasts where citizens can hold their elected officials accountable in a public and verifiable way through the blockchain. Basically, a voter would select a personal representative to serve as the proxy for their vote. Then all these proxies can delegate their vote to other folks creating this network that in a perfect world would connect every voter to every politician through this publicly verified chain.

Caitlin Copple: In some ways it made me think about super delegates, which we all hear about every four years on the Democratic side. To me, this is a lot better because it's not necessarily beholden to money and it's really more about the people.

Caitlin Copple: There is a startup called United.Vote and another one, Democracy Earth that folks might be interested in if they want to learn more about how blockchain could impact Democratic institutions. Then there's company Agora out of Switzerland that got a lot of flack because they helped out with the Sierra Leone election, but then they kind of took all the credit for helping the folks of Sierra Leone vote. In fact, the idea to vote via the blockchain came from the national election commission in that country.

Caitlin Copple: Anyway, I've been exploring that. I live in Boise, Idaho, which Boise definitely has a burgeoning tech sector, but it's still in Idaho, let's face it. Our Congress people don't have scores or anything. I think if you live in the Bay Area you might have a better chance to actually participate in it than I would here.

Kelly: Jamie, do you want to talk a little bit about what you're seeing as someone with a lens trained in the legal world? I've used my own legal training in creative ways as an investor, but given the work that you're doing with the Token Women Project what are you seeing playing out in just the whole blockchain worlds that your expertise is just lighting up about?

Jamie Iguchi: Sure, well it obviously depends on your practice area. I don't want to talk anymore about medical records, but just I know in personal injury, for example, it could take up to months for it to get a particular person's entire medical history. You have to contact different hospitals, different doctors, and then at the end of the day do you even know if you have a complete record? With blockchain solutions that could be just as simple as getting the person's public key. That's one application that makes it cheaper for your clients, cheaper for everybody. It makes cases go by a lot faster. There's real benefits to everyone involved.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Jamie Iguchi: There's also deeds. If you work in property law, for example, basically going back in time and trying to verify chain of possession for a particular piece of property it could take a long time to make sure that you have a complete picture and to make sure there are no holes and gaps. Getting copies of everything and making sure it's authentic from recording office, you have significant time and cost savings there that way. Basically, anything that you can encode and put on a blockchain there's a lot of advantages, specifically cost advantages to that. I think it will make a lot of attorney's lives easier, clients' lives easier. I think there's a lot to look forward to.

Jamie Iguchi: I think one of the biggest challenges though especially practicing law in Montana is that there is a lot of tech adverse people. Even if you have the group of younger associates in a law firm who become the go-to people for the questions of how does this work, can you fix this on my computer, what's this Skype thing, what's Slack? It's very slow. I know in Montana specifically I think the stats are 50% of the bar is over 50. I know giving seminars on trying to educate people on the cloud, for example, I've had people come up to me afterward and say, "Well that sounds nice, but you had me lost. I didn't know what a server was."

Jamie Iguchi: Touching again on what we're trying to achieve with this project is to educate people, educate women so that they can become the decision makers. They can be front and center and ready to take the reins when I guess the rest of their industry, the law being one example, catches up.

Kelly: What are some ways that you're hoping to start the Token Women Project to get ... Let me start over, bad question.

Kelly: Tell me about some of the ways that Token Women Project is trying to accomplish getting more women to understand just the basics. What initiatives do you have lined up?

Caitlin Copple: Well we all have day jobs still and this is a bit of an experiment. I for one really like my day job and I'm not looking to necessarily make this into a full-time job, it's more of a side hustle hobby that I think can make a difference. I'm happy to contribute my skillset to our team of co-founders to do something that I really believe in. That's where I'm at with it.

Caitlin Copple: I kind of mentioned that we're talking to another entity organization that potentially we'll partner with to help our content reach a broader audience. I think if that happens we'll definitely do some sort of launch or at least kind of a media blitz around that. We've kind of just been putting it out there and seeing what's happening. So far people have just found us.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Caitlin Copple: We've had one other article so far and then you reached out. We've had a couple folks ask us if we want to come to their conference. Because we live in Idaho and Montana respectfully it's kind of hard to get to the Bay Area on short notice.

Kelly: I would say you might want to prepare for a little bit of interest coming your way. I think this is not going to slow down. It sounds like your big goal is just getting the information out there and getting people to find you, find the resources they need.

Kelly: Let me ask you this. Let's say you're somebody who you've been going about your world happily ever since the invention of the internet. You mastered email. You go on your browser. You surf the web. What do you do to even come in contact with blockchain? How do you find it? Where does it live? It feels to a lot of people like this other entity and you're going into another dimension to interact with it. Where does a normal person start interacting with this stuff?

Caitlin Copple: Well I'm happy to share my experience and then Jamie if you want to weigh in then feel free. For me I was just like okay let's see how this work. June showed me a few of the different sites and how to really get in the game. Again, we don't dispense financial advice. We're not financial advisors, but for me, I was like, "Okay, well how much would I potentially be comfortable just throwing away in terms of my money?" As we talked about earlier, it's a very volatile market. What I did was I set up an ultra secure proton email account. The I want onto Coinbase which is one of three investing or trading sites that I'm aware of, Coinbase, Vitrex, and Finance being the big three, then just connected my regular credit union bank account to it, and made an investment, have just continued to monitor it. It looks somewhat similar I think to the stop ticker that most of us have I think on our phones these days. You can also have the app on your phone and monitor you investment that way, but I certainly have not invested my child's 529 or anything like in Bitcoin or any sort of cryptocurrency at this point.

Jamie Iguchi: My experience is basically the same because our mutual friend, as we mentioned earlier, June, who's also a co-founder of this project, is just opening up a wallet on Coinbase, buying that first coin. I think that is they way a lot of people have and a lot of people could get into this space. We're not financial advisors. We're not giving out financial advise or legal advise, but just the process of buying a coin itself I think is very educational. Even if you don't intend to put more money into it along that way you actually will have learned a lot, more than most of the population, on how cryptocurrency works, maybe a little bit about the blockchain, maybe the differences between Bitcoin and Ethereum, or other forms of currency, and it can take off from there. Then you might be curious well how are the markets doing today? You might go to a website to check out something related to the coin that you bought. Then you find another article. It can go from there.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Jamie Iguchi: You might wonder, "My niece's birthday is coming up. Is there something I can get her for her birthday?" Christina recently, the other co-founder on this project, I think she bought her niece a couple of crypto kitties for her birth. For those who might not be aware of what crypto kitties are I think it's built on the Ethereum blockchain where you can buy and sell these cats, they look a little bit like Pokemon's, and they can breed, and then you can sell ... Based on it there's a million different combinations as to what they can end up looking like. That's another good intro into it.

Jamie Iguchi: I think for a lot of people it can and would start from just buying that first coin and then following your interests wherever they may lead after that.

Kelly: Caitlin, you mentioned that you set up a special kind of email account. What was that and how did you do that?

Caitlin Copple: I just went to, I believe it's just protonmail.com. I'm just going to make sure, yeah protonmail.com and it's just an encrypted email. It's separated from my main personal account and certainly my work account so that it's the only thing that I use for my wallet. It just seems like that's a good idea from a security standpoint to be using an encrypted email service that's separate from your daily life or day trading that you might do in the space.

Kelly: So [crosstalk 00:44:10]. Oh good ahead, Jamie.

Caitlin Copple: And it's a [inaudible 00:44:12] thing to do, it's basically like setting up a Gmail account. If you just go to protonmail.com and it walks you through it.

Kelly: But it has different features from Gmail. It's got some sort of protection that you get?

Caitlin Copple: Yeah it's the difference between a regular tech method and then using signals because it's encrypted for your security.

Kelly: Okay, okay. It's interesting too because I think when a lot of people talk about why you should start learning about the whole idea behind blockchain they always go to it's like the internet starting up. If you wanted to learn about the internet back in 1992 you could just ride this wave of knowledge.

Kelly: I think what's important to understand is that blockchain is still working on what we know of as the internet, but it's kind of opening up this whole other window of what the internet can do. Is that a fair understanding of how this is working?

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Caitlin Copple: I think that would be a fair characterization. I forget who said it earlier, but if you were to date where the blockchain is compared to where the internet was to put it on that timeline you would be around 1997 or 1998, which means it's very early. I apologize, I wish I could remember who said it. I think it's around 97 or 98 in terms of how early it is, which means that you're going to see startups come and go and you're going to see software come and go, it might not be supported. That also means it's very important to get in early because people who participate who are the early players are going to end up being the decision makers later on.

Kelly: Absolutely, yeah. I think startups need to know too, many startups are already doing this, especially internationally. This isn't happening as much in the U.S., but from what I understand, Europe, the Middle East, there are many, many startups that are doing their raises in tokens. They're raising money based on cryptocurrency. That was a whole new thing for me. I have yet to actually do a full raise that way, but I've been learning about it and it's fascinating because right now the standard procedure you launch a business, you try to run it on sweat equity and whatever money you can put into it, you ask your friends and family for some money. When that gets tight and you're looking to really scale and you have needs that have to be funded at a bigger level you turn to investors like me, Angels. Then way down the line when you're talking massive scaling you go to venture capital. That's all transacted in dollars if you're in the U.S. That's all just a cash-based concept, very similar to what most consumers know when they're buying a car or buying a house. You're wiring money from a bank.

Kelly: There are startups all over the world who are doing those initial raises using cryptocurrency. The investors are in it. I was like, "Whoa, okay, hold on. That is a whole new way of doing it." That may be important for people who are thinking about scaling businesses internationally. This is becoming one of, not the only way, the old way still is very used, it's very popular. It's just another place where I think it's good to get literate. You don't have to do it. You don't have to say that this is the right fit for you, but it is a good idea for you to get literate in how all of this works and where it's coming at. I think this is what Token Women Project is all about.

Caitlin Copple: Right. I think especially if you're in the law, for example, if you have a client who walks in the door and says, "Hey, I've got my employer, I'm thinking of offering to my employees tokens as a bonus or something this year. Is this legal? How do I do it?" If you don't know, if you can't speak that language and know the questions to ask you're going to lose that client.

Caitlin Copple: I had a friend who said, "Oh so you're doing this Token Women Project thing. So it's like Bitcoin, right?" I'm like, "Well no, not exactly." She's like, "Well good. I'm tapped from my investments. I'm not interested in that. It's all speculative to me." Well it's still important for you to learn about this. I think you would have an edge. If you don't automatically write yourself off as I'm not into investing in Bitcoin or anything else, because in this example she was an attorney in the biggest city in our city with potential clients who if they don't now, will have in the future questions like that.

## EPISODE: 12 See Jane Learn Blockchain with CAITLIN COPPLE MASINGILL

Kelly: Yeah, absolutely.

Kelly: Well it's been wonderful learning about everything that you do. Where can listeners go to learn more about what the Token Women Project is up to or just any other resources so that they can learn about what's going on in this space?

Caitlin Copple: Our website is [tokenwomenproject.com](http://tokenwomenproject.com). We are most active at this point on Facebook, same Facebook/[tokenwomenproject](https://www.facebook.com/tokenwomenproject). We also are on LinkedIn, Twitter, and Instagram, so folks can keep track of us there. We'll certainly be hopefully announcing a content partnership soon to be able to reach more people. And we're always up for guest submissions if anybody is in this space and wants to elevate the work that they're doing we're happy to take a look at it.

Kelly: That's fantastic. All right, well thank you both for being on the program. I will keep everyone posted in the show notes with updates to what's going on with Token Women Project. But-

Caitlin Copple: Thanks.

Kelly: ... Caitlin and Jamie, thank you so much.

Caitlin Copple: Thank you [crosstalk 00:50:14]. It was great talking with you Kelly.

Kelly: You can always find this episode and all the links and resources we talked about at [seejaneinvest.com/podcast](http://seejaneinvest.com/podcast). While you're there check out some of our free resources like what will investors think of your business or is seeking outside investment the right next step for you.

Kelly: We'd love to have you stay up to date by subscribing to the See Jane Invest newsletter. We'll have events, happenings, we'd love to have you be a part of that.

Kelly: As always, we'd love your review on iTunes. Your subscription, your review means the world to us. It helps our podcast get heard. It's really important, so thank you in advance. If you've already left one, so appreciate it. Until next time, see Jane invest in her idea. See Jane invest in your community. See Jane invest in her.