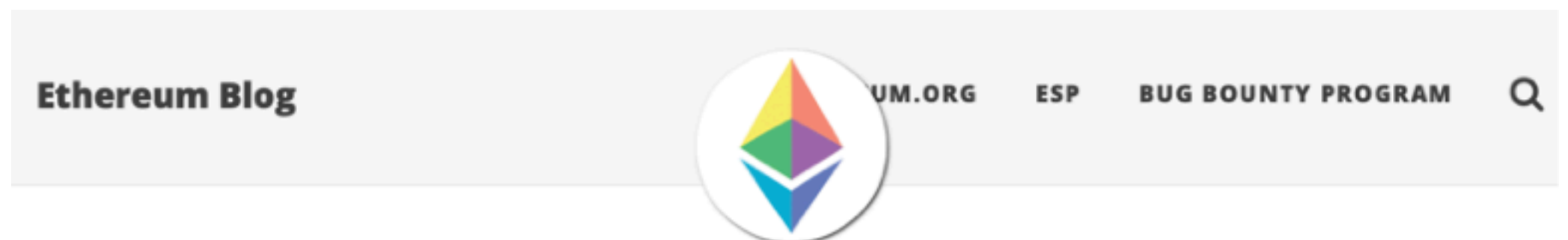


Can Mattereum really pull off something this complicated?

- Vinay Gupta's work in cryptography starts in the mid-90s. **He ran the Ethereum blockchain launch.**
- Mattereum has roots going back decades in technical, legal and environmental understanding.
- He did a stint on cryptographic applications research for the US Office of the Secretary of Defense, worked on the Dubai Blockchain Strategy, and of course helped launch Ethereum in a pretty responsible role.
- Years in energy policy, defence think tanks, and supporting critical infrastructure provision in poor countries.
- Pretty spectacular staff too. Get stuff done people. TODO: [[team slides go here]]



Vinay Gupta does the closing keynote at Ethereum DevCon One.



The Ethereum Launch Process

Posted by Vinay Gupta on March 3, 2015

Research & Development

I'm **Vinay Gupta**, the newly minted release coordinator for Ethereum. I've been working with the comms team on strategy, and have now come aboard to help smooth the release process

Blockchain needs Matterereum

- The “World Wide Web” existed for a while **without any Domain Names**. Sites were only identified by their IP addresses until ISPs got DNS servers. We emailed around site IP lists.
- Blockchains are ideal for transacting real value, but **real assets do not have blockchain names yet**. As a result, blockchains are filled with unreal assets: **form without real content**.
- **Mattereum creates blockchain names for physical things, like domain names were for information.**
 - **Enabling safe trade in Real World Assets.**
- Now the blockchain has a gateway to the real world, and the revolution can begin in earnest.

