

diffusetap
Virtual Event Series

Breaking Crypto News

Guest Speaker:



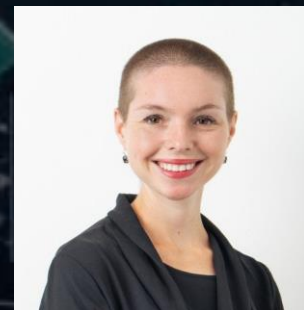
Angie Lau

CEO and Founder
Forkast.News

Hosts:



Kenny Estes
CEO and Founder
Diffuse



Ayla Kremb
Chief of Staff
Diffuse



DiffuseTap: Breaking Crypto News

Last time on DiffuseTap, our guest speaker Angie Lau, Founder and CEO of Forkast.News, talked about the unjust lack of news coverage around the crypto space, the promise of DeFi for emerging economies, and why there's so much more to learn about other than the prices of Bitcoin and Ethereum.

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DiffuseTap

This networking session is part of our weekly virtual events series. Networking (you'll bump into at least a dozen high caliber fund managers) meets purposeful (you'll tap into brand-new sources of ideas) ... straight from your armchair like a boss.

Meet the Speaker



Angie Lau is the Founder and CEO of digital media platform [Forkast.News](#), an award-winning global journalist, and a renowned speaker. After an illustrious career of over two decades in broadcast journalism, in 2018, she co-founded Forkast, a digital media platform that focuses on crypto, blockchain, and digital innovation.

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We are an alternative fund platform offering differentiated investment products. From digital assets to VC funds and beyond, we identify green field investment opportunities we feel will have market beating returns and turn them into professionally managed funds. For more information, visit www.diffusefunds.com.



KENNY ESTES: Miss Angie Lau, I'm terrible with introductions, so would you mind giving a little bit of an overview on your background and what you're up to now?

ANGIE: Alright. Hi, everyone. It's great to be here. We just had a little bit of news today, so maybe you can find me on the internet. To give you a quick intro, I'm co-founder and editor-in-chief of Forkast.News, a multimedia digital platform that focuses on all things blockchain and digital assets. And yes, that includes cryptocurrencies and sometimes NFTs as well.

Generally, we take a look at emerging technologies that shape our world, and we take a very specific focus on Asia. We cover this space more thoughtfully, with the kind of depth that I think this space absolutely needs. We cover technologies that shape our world at the intersection of business, politics, and economy. So here I am. It's great to be here. And I'm all yours. I'm usually the one interviewing and asking all the questions, so this is very different from me.

KENNY: You did start to do this slight plug, but do tell us, what was the news today about Forkast? And congratulations, by the way.

ANGIE: Thank you. I'm happy to share that we announced 1.7 million raised in an early seed round. I know that's probably something that you're all very familiar with, but for us, the exuberance we felt when we realized we hit our goal and then some, was through the roof. And today was just a public acknowledgement of that. Our press release came out today and we got covered in the media. It's nice to share a little bit of our story and be the story.

KENNY: That's great. Congratulations. Now, we're going to do a fireside chat, and to do the first question is my partner in crime Ayla Kremb.

AYLA KREMB: Yeah, back at you. One of the key questions here is why does the world need a blockchain focused media? What is the importance of giving you a single outlet to be able to discuss a lot of the topics that still don't usually make it to mainstream media?

ANGIE: I have been a purveyor of journalism for my entire professional life, and it has become very clear to me that you own a beat. Sometimes stories don't get told if resources, attention, and focus aren't on it. That doesn't mean these stories lack value — sometimes they absolutely do, and it is incredibly important to cover these kinds of stories more deeply.

Crypto prices moving up or down is not the story here. It is a fraction of a sliver of what is a deeper story, and that's what we're doing at Forkast. And that's exactly how Forkast was born. At the time, you couldn't find thoughtful, in depth, insightful, and credible journalism on the blockchain and digital asset space. When I was at Bloomberg, I was already starting to see the signs of an emerging asset class. But the kind



of stories that we were covering were very superficial, and so I moved on. I worked in broadcast journalism, so I missed the depth and the insight of reporting and journalism that I personally valued.

I felt that this space was sorely missing that kind of credibility and pedigree. On one hand, you have crypto media that is really geared towards the crypto enthusiasts and the crypto insiders. And for the rest of us in this space, who were sophisticated and smart professionals who wanted to learn more but didn't necessarily understand the inside jargon, or the technically dense insider baseball language that was being thrown around, we weren't included.

And then on the far side of the spectrum is mainstream media. When you are talking to the largest number of readers possible, that is often where the stories go. And the kind of stories that were being covered were, of course, Bitcoin going up or down, and what's the shitcoin, and who got scammed and who got arrested. Unfortunately, those are still predominantly the stories that we're seeing today.

But in this wide swath in the middle, there is the question of how blockchain is changing industries, like the supply chain in fintech, in medical care, in govtech, regtech, insurance — you name it. Every company is being touched by digital innovation, and blockchain is a significant portion of that digital change. It deserves attention beyond a single journalist's beat.

I felt that there was a market opportunity for Forkast and the media to really be covering this story from a part of the world that is increasingly more important than ever before. And certainly, that's the case in the emerging technology space. So we've really been able to cement our position here in Asia, and really carve out a space in what is still a widening field.

KENNY: That's great, and you're right. The price of Bitcoin and Ethereum are just not interesting. There's not much of a story there. There's so much more going on in the ecosystem. For the non-technically inclined in the audience, at a high level, what are some of the major trends that you're seeing unfolding? What do you find you're doing a lot of stories on?

ANGIE: Yeah, people can talk about the prices going up and down all they want until we're all blue in the face. And, of course, that is of interest. But what I find super interesting is why it really matters. For me, one of the most interesting aspects of it is finding out what's happening in this part of the world where 1.7 billion people remain unbanked in developing economies that are looking to leapfrog into a global economic system, with potentially emerging technologies.

This is why we're seeing a lot of the push forward. Here, in this part of the world, as defined by everything you're hearing about China, with initiatives around digital currency, electronic payments, or central bank-backed digital currencies, or electronic — fill in the fiat of your choice —, and how it's spreading across the region.

We've been reporting on this story since day one at Forkast, ringing the carillon bells and sounding out this story. And now, it's hitting the mainstream. What I'm excited about is sharing knowledge and digging a little bit more in-depth as to "why". It's about the unbanked, but it's also about this



phenomenon that we're seeing with altcoins. Right now, as evidenced by Bitcoin reaching heights of 65 (and it's dropping like a stone these days), this is very much a hype cycle. And the reason for that is there is a lot of accessibility from the retail market that is driving this.

But that accessibility, and the choice of a decentralized cryptocurrency emitting the backdrop of the current economic climate, is actually a very interesting story. It's the opportunity to create wealth in a way that was inaccessible to most people before.

Very recently, somebody showed me this really old EF Hutton commercial on YouTube. I don't know if that name rings a bell, but it depicted the old world's way of creating wealth, and potentially generational wealth. You had to go through a broker, your broker gave you stock tips, he gave you access, and it was a very limited on-ramp. If you can imagine these days, the on-ramps are far and wide between. So that's a very interesting story for us.

Kenny, that's a great question, because it really is happening. Coinbase, obviously, is a headline that US-based media cover. And certainly, that has captured the world's imagination. But there is a dozen or more Coinbases popping up all across Asia. And, in fact, they're geographically borderless because teams don't have headquarters. They are just a decentralized group of people. All those stories are super interesting to me, and our team certainly digs into that every day in Forkast.

AYLA: That opens us to two good questions. **A** is around geography, and **B** is around regulation around that distribution. **Kenny and I**, we've been distributed from day one, and **COVID** just reinforced our theory that it's a good idea.

But one of the things that I'd love to dive into is, in terms of the regulatory environment, and the emergence of these new startups, technologies, platforms, or exchanges, how does geography play a role in that? What is the effect of geography on what kinds of technologies get out and get global coverage, or global use?

ANGIE: That's a great question. There is a really interesting bifurcation happening right now in the innovation environment. On one hand, you have the regulatory boot, for lack of a better word, that seems to come out of the West.

There are legacy systems that demand to be protected, and there are legacy systems in governments that are very hesitant and concerned. And the regulatory environments which they create affect that, especially in Asia. It's interesting because there is a desire to potentially leapfrog and always play catch up.

And if you look at the bigger picture, most of the continent here is still in development mode, as defined by institutions like the IMF, World Bank, and others. And so, the question becomes how do these economies get to the next level of growth? We're seeing countries like China embrace blockchain technology wholeheartedly, and Korea as well to a certain degree, where there's a struggle right now



figuring out if they need to regulate it or encourage it. There is definitely a spiritual struggle going on right there, right now.

Japan is probably the only developed nation that has actually been at the forefront of helping define the space, and is one of the leaders in helping to shape that conversation in other countries like Singapore, Hong Kong, Thailand, and Indonesia.

So what's happening is that blockchain, digital assets, and cryptocurrencies and certainly, electronic or central bank digital currencies really reflect a kind of petri dish, if you will, for projects to explore their use cases to reach a retail group that are probably a lot more open and wedded to finding alternatives.

There's not a systemic set of functions that are very specific in the West. I mean, the West has a very clear operating system, and it's pretty standardized. Here in Asia, that's still a work in progress. And so, when you give people products and access in a way they haven't had before, innovation and blockchain projects that come here really flourish and find use cases and trials. The data that is being collected here around the experiences kind of serve as a testing ground, and we could see it graduate globally.

I'll leave you with this. I know some of you are from the Midwest, in Chicago (I spent some formative reporting years in Cleveland at the ABC station there). What's happening now is similar to what happened once upon a time, when everybody went to Columbus to do focus groups for their retail products. They went to Columbus, because that was the perfect cross section of America, with the idea that if it worked there, it would work for America. We could use that same analogy with blockchain today, where if it works in one place, then you could see it trickle down into other parts of the world.



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Dennis Chookaszian
Corporate Director, CME Group

DiffuseTap: Institutional Grade Governance

Sharing his decades-long expertise on corporate governance, Dennis discussed how to avoid a co-partnership going sour, the problem with overly idealistic CEOs, and the importance of keeping your board in check. [Read on](#)



Susan Brazer
CEO & Founder, LionShare Media

DiffuseTap: Media Metaverse 2022

Susan talked about the 2020 digital media landscape; the evolution of media distribution; how converging, emerging technology points to the metaverse; and the prospect of having an open, decentralized, and free Web 3.0 marketplace. [Read on](#)



Raj Mukherjee J.D.
VP/Global Head of Tax, Binance.US

DiffuseTap: Crypto Taxes Decoded with Binance.US

Raj explained the complexities of the US crypto tax landscape, how he built a dynamic tax information system for Coinbase and Binance from scratch, and how investors can profit from crypto without getting caught in a taxation mess. [Read on](#)

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