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Joining us today is Jon Weisblatt the CEO of Liquid Meta Capital Holdings that trades on our OTCQB Venture Market under the ticker LIQQF. Liquid Meta is a web 3.0 infrastructure and technology company that is powering the next generation of open access protocols and applications. The company's creating the bridge between traditional and decentralized finance while ushering in a new era of financial infrastructure that benefits anyone anywhere. Jon thanks so much for joining us today.

Jon Wiesblatt

Cecilia. It's a pleasure. Thanks for having me.

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Absolutely so quickly to begin tell us a little bit about your professional background and then how you got involved with Liquid Meta .

Jon Wiesblatt

Yeah, absolutely so I come to Liquid Meta with a little bit of a different background I don't have a traditional you know, long history in in crypto I'm not your typical crypto native I come from ah a traditional financial background. So. when I graduated from university I hit the scene on base street which is wall street up here in Canada and base in Toronto. I started off as ah, an equity research analyst by a very young age was covering a bunch of public market equities, including a basket of technology companies. So very, very good background in tech I realized that you know the path forward for me wasn't on the sell side I was really interested in in picking stocks and running portfolios and you know, leveraged my skill sets to become a. You know and an analyst and then ah a portfolio manager of institutional capital for a bunch of long only sorry long short equity hedge funds a lot very large long only Canadian mutual funds and then inside 1 of the largest Canadian family offices. And a very well-known brand name here in Canada so just a hardcore investor over time with multiple disciplines and strategies I connected with 3 other, very well-known global successful technology entrepreneurs and we knew that we wanted to collaborate with one another.

And the model that we really chose for. You know after years of research and studying and going back and forth with one another was to create a crypto company focus on decentralized finance and really the reason why I put my pen down from traditional capital markets to move in this direction was. I started to see the writing on the wall in 2017 Twenty Eighteen 2019 and what was happening is a trend that I believe will continue to develop and evolve over the

next twenty years plus and that is the move from traditional financial services in which we all engage and interact with on a daily basis, slowly and slowly moving towards a digital ecosystem so things like insurance asset management borrowing lending all of the things that we interact with and engage with have slowly started to ah to become more digitized and with that trend in mind I knew that there was an opportunity. Ah, for a business model to really focus on the ah the movement of that of that trend and the emergence of institutional capital moving into this decentralized financial. environment. So that's how I got to Liquid Meta founded the company, really in early Twenty during a pandemic. And very quickly successfully raised a bunch of capital and took the company public first on Neo and then later started trading on the OTC.

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So talk more about what defi is explain in in more kind of Layman's terms of you know for our audience of what it is how it's evolved and how you guys play and in this space.

Jon Wiesblatt

Yeah, so defi or decentralized finances become almost ah a buzzword in traditional financial capital markets on wall street and really, it's ah it's a very simple concept to decentralize or democratize finance. Is to really, remove a third party the intermediary from a financial transaction so 2 or more parties engaging in a financial transaction without an intermediary like a bank a trading desk an insurance broker or just generally any third party. It's faster. It's cheaper. It's more transparent because all financial transactions exist on a blockchain on a public ledger and it's and it's a more efficient way for financial participants to engage with one another. That's a very simple description and understanding of what decentralized finance is.

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How does Liquid Meta's business model differ from those from your competitors you know in this industry.

Jon Wiesblatt

Right? So we've seen a number of unique niche platforms across defi offering ah the capabilities for financial market and crypto market participants. To generate yields and return throughout the defi ecosystem but there has yet to be a real focus on building a platform or a gateway that will allow the institutional investor in particular to really access this emerging asset class. And the way that I think of Defi is I think of it as an alternative asset class and a large global capital allocator.

They have a bucket for things like fixed income public market equities private equity alternatives inside that alternatives bucket. Exist many things that, that Defi can compete with overtime, and I think that's providing that global capital asset allocator an opportunity to gain access to yields to recurring yields in a new and emerging asset class that being defi. There's a real opportunity like I said we haven't seen a business model really focus on bridging that gap and that's what Liquid Meta 's mission is all about that's what we're trying to do.

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Talk about how you're targeting institutional investors for your platform.

Jon Wiesblatt

Right? So like what made us raised, you know quite ah, quite a lot of money for a startup about a year ago almost a year ago and there were 2 uses of proceeds from those rays raise raises plural. The first use of proceeds Asecilia was focus on building a technology platform that would allow financial institutions market participants to access a platform access a number of unique and niche strategies across defi that generate safe recurring yields. So that was the first user proceeds that platform has been called the meta bridge it's being built today in-house internally, and we expect that that to be available for launch in the near to medium term investment horizon so that was the first part of the platform. The second part of the use of proceeds was a balance sheet that would be testing and procuring different and unique strategies throughout defi that we can aggregate and then add to our platform to offer to an institutional community, so we are really using our balance sheet to. Stress test our model to prepare and produce the best operating strategies that we can offer in dfight and again building a technology platform that will be available for institutional investors to access and connect the other thing that's really important is, as a former traditional financial Market participant I understand what the pressure points are for trading Market users for operating in defi. A lot of the, a lot of the trading Pms out their stewards of Capital they worry about security. They're worry about efficiencies. They're worried about parking capital in a new and new environment. Liquid Meta 's goal and mission and technology will make these pressure points a lot simpler a lot safer a lot easier.

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What's on the horizon for the rest of 2022 and then onwards to 2023

Jon Wiesblatt

Yeah, so it's build time for Liquid Meta, there is tremendous amount of demand

for a product like this. We're seeing more and more ah large global institutions trying to you know, access cryptocurrencies and defi markets. You know companies like Charles Schwab and Blackrock to name a few. We just we continue to see the interest levels rising. So it's really time to home in build our product, and then you know, bring it to market in 2023 so that's the that the really that the driving focus of the organization today.

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And as you trade here in the OTCQB Venture Market. How are US investors in the US market helping to play a role in your company's growth.

Jon Wiesblatt

Yeah, so we started trading on the otc just a few short months ago the summer was a very quiet period as all of you know there's been a tremendous amount of macro factors that have really taken away from pure stock taking in my opinion. So rising inflation rising interest rates, and just you know growth assets have been for sale. It has been It's been a bit of you know it's been a bit slow introducing the story to US investors. But I think given the size of the market the knowledge of the cryptocurrency markets in the United States I think that the United States and the investor community there is ripe for a story like Liquid Meta, and we are aggressively looking for ways to distribute and message to that audience.

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Well John thanks so much for your time today. It's been a pleasure to speak with you Liquid Meta trades under the symbol LIQQF on our OTCQB Venture Market.

Jon Wiesblatt

It was great Cecilia. Thanks again.

**This is an autogenerated transcript and may contain typos.*