

**OTC Markets**

Um, joining us a day is Ron Levy the co-founder and CEO of The Crypto Company that trades on our OTCQB Venture Market under the ticker CRCW. The Crypto Company was one of the first publicly traded technology companies in the digital currency in Blockchain sectors. The company's wholly own subsidiary blockchain training alliance is a global leader in training courses and consulting services focus on conveying the underlying technology of blockchain to individuals, institutions and large-scale organizations. Ron, thanks so much for joining us today. So, Ron Begin ah to begin talk about your professional background and how this led you to founding the crypto company.

**Ron Levy**

Cecilia. Thank you for that intro I appreciate it.

**Ron Levy**

Wow, that's that could be a very long story but I won't do that to you or anybody else suffice it to say I built one of the largest custom home development and contracting companies in Los Angeles area obviously a very competitive market. And we were building 15 to Twenty Thousand Square foot houses and doing a sizable business. Why is that relevant I started that from nothing and built it up to those levels and what I got out of it besides the ability and skill sets for building homes. Was how to run businesses. Um, how to run a growth business quite honestly how to look around corners some of those projects could take years so I had to really look at where the market was going to be where costs were going to be over time and the other part of it is.

**Ron Levy**

Construction by its very nature is crisis management every day. That's just what it is or surprises every minute of every day and that becomes just a way of being and so you learn to anticipate and plan for to a degree that most other industries don't see. Ah, for instance, if I don't order cabinets on day. 1 It might be seven or eight months later when I need them and they aren't there and where to dead stop. So you've constantly got to be thinking ahead and I went on to do a few other things and I ran a small hedge fund and. Ah, went from there and was one of the cofounders of the crypto company and I started off as CEO and entered positioned as CEO back in 2018 so it's been about 5 years now five and a half years and it's been one heck of a ride. It's been really fantastic I fell in love with the decentralized world which is blockchain which I know will get into a little bit crypto currency itself happens to live on top of Blockchain and while I personally

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like crypto a lot It's really the foundation of blockchain that. To me is a game changer and in large part it's what conserve the world really well now. Ah based on how things have developed over the last decades.

**OTC Markets**

And so as part of your mission. You know I think it's more educational. Um, so what is what is the educational. Ah you know focus that you have in the blockchain sector and the people that you try to reach.

**Ron Levy**

Well, there's growth in almost every single industry with Blockchain and use cases and there's very little education for that so we are I think we're the premier um company that offered that and we. We teach many of the fortune 100 and biggest companies in the world that includes ah companies like Disney and IBM and Deloitte and Accenture and we also teach government agencies US patent and trademark office FDA veterans administration. And internationally to Klm. Um, airlines we've taught government UAE we've done some in Singapore, so this goes on and on. But I think we've built ourselves into the worldwide leader in Teaching Blockchain we've also taught. Over 150000 individuals and I think that's in itself is critically important because as this industry grows. There's lots of career opportunities and job opportunities if you want to separate the 2 out. They're both there depending on the desires of the individual and the foundational knowledge we teach and how we teach it I think is. I believe is unique and offers a leg up to anybody that that's interested in the ah in the space and it serves my sort of personal desires because by operating by offering education at this level and the quality of material we have.

**Ron Levy**

I think it really helps to grow the industry tremendously think about you, you can take any company small or large and they may have an interest in developing something or being part of the ecosystem. But where do you go to really get knowledge about it. And that would be an open question. You know a lot of people want to learn something. They certainly go to YouTube and there's plenty you can get there but you wouldn't go to YouTube if you wanted to become a doctor right? and when you when you really want to learn something formal coursework I'll call it structured courses and testing and credentials. We offer all of that and the credentials being a large part of it I think are play a huge role when it comes to the growth in the industry.

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And so on that and on that note, you know what? what has been your approach you know with the crypto company and even personally your approach on the recent you know, weathering marking conditions with you know the sentiment of Blockchain and the crypto market and just all the buzz words around that with. Recent collapse of the fta tech dx um, do you have? What is your response to that.

**Ron Levy**

Ah, growing pains in in this case I would say they're sizable growing pains for the industry There's no question about that I do think now that ftx is some weeks when I say behind us I'm not I'm not. Ignoring. The fact, there's a lot of people that are still in a lot of financial pain and probably life pain over what happened and hopefully those things will work out as best as they possibly can. But for the industry people are people are realizing that wasn't a failure in crypto that wasn't a failure in Blockchain. It was what it looks like anyway is it was a bad actor or some bad actors then went out and did some bad things make promise made promises that either they have no basis to make or they couldn't keep um and in the end it all came crashing down but that's no different than a lot of you know. Things in history. You know, fraudulent dealings that happened where people got hurt terribly and that's what that is the blockchain itself never failed crypto itself never failed. It was just one more business in a long line of them over many many years that they. Created a set of problems that it has to pay its price and the day it happened crypto and blockchain certainly got a better app but it didn't take long for those that knew about it to realize if it really had nothing to do with that industry now. It certainly has dampened. People's.

**Ron Levy**

A desire to trade cryptocurrencies and buy cryptocurrencies and where do I put them. You know if I have them. You know to put them on another exchange and what happens if it goes down and all those are very legitimate conversations and concerns and they need to be had but those conversations are exactly what's going to strengthen the industry. Um, because without getting too technical. It was a central ah FTX was a centralized exchange Celsius which always already which also went down last year was a centralized platform like the centralization is 1 thing but then there are decentralized solutions. That works on the blockchain it works with smart contracts things are completely transparent in most cases, it's a whole nother level of operating that is really exciting and solves a lot of the problems that operating decentralized you know the corruptness that it can allow. Pretty hard to do when you have a bright light shining on everything you do in a decentralized world so prenal that got a little cryptic um wasn't my intention but I

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guess my intention is to say that there's a big difference. So all of the bankruptcies you've seen and collapses you've seen. Doesn't take away from the industry itself of what not only it's capable of but what it is actually building even since FTX there's been millions and millions of dollars that have gone into developing new products and or continuation of and investing into products.

**Ron Levy**

The industry's still here. It's going to keep growing and I think a lot of us in the industry look at today is sort of the you know bear market opportunity before we hit a bull market which you know which may or may not remain to be seen. But those of us in the industry are still.

**Ron Levy**

If we're focused on the utility of it and what the gifts that it offers. There's no dark clouds over that as far as we can see.

**OTC Markets**

Yeah, expand on that talk about the you know what do you What's the future of blockchain technology and even more specifically you know you mentioned the educational purposes and you know you do consulting for major fortune 500 companies and. You know what's the utility. You know what's what is it that they need to grasp and learn about this technology.

**Ron Levy**

So again trying to keep it really tight. We had web one web one was projecting information out when people could do blogs write blogs and get information out that was a beginning. Of utilizing the internet in such a fashion that all of a sudden you could project out in a different fashion than previously which might have been television or radio as a couple of examples but this allowed you to get on the internet and literally get your voice known and in your opinion heard. The next thing that happened was that information to be exchanged back and forth. So it was the web 2 was the exchange of information and that that allowed you to do things. You also couldn't do before if you wanted to send a message to the president of the United States you know prior to that you had to mail a mail a physical letter and. Would go through. Um you know staff and whoever else and maybe they would see it and certainly no one else would see it on the outside but with web 2 you could send that out and depending on the platform. Everybody could see it and you know in this case, the president himself could see it so there's this transparency back and forth. Within that companies like paypal were born so they were now transferring information and taking payments I don't

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believe that the internet was ever designed for payment taking but it's so certainly function for years 1020 years ah maybe a little longer actually.

**Ron Levy**

And it was able to build and many industries that way and that really served itself. Well but you'd have to be hiding under rock not to realize how many hacks have happened right? All kinds of hacks big corporation systems individuals people getting things stonen off like stolen off their computer like hacking is just. Something we've always accepted because there's not really a choice. Well web three what it is in my estimation is an exchange of value. So now we can trade value and we can do it in such a way that it won't get hacked the add ons. Could potentially get hacked but the blockchains itself typically the ones that are seasoned. Don't get hacked so we can exchange values so you know Cecilia can decide to um, put information out there of her wisdoms and do that every single week and. Create a gateway or maybe just an opt in for people to pay over the blockchain and then and payments could be made and received by Cecilia in this case and you may not even know who it is an anonymity that exists that. People may choose they have their option but they may choose that but it lives on this thing called the blockchain where value can be exchanged and that same example I just gave you can be done for someone in the third world that never had an opportunity in the past.

**Ron Levy**

To operate that way. Maybe they didn't have a bank account. So how the heck are they going to have ah you know a PayPal type of account and receive monies. Um, you know their third world. They don't they don't have the opportunities that many of us have with a blockchain as long as you have a smartphone phone you can you can. Go on a decentralized platform and put yourself on it and receive value from it as long as people see value in what you're delivering. They have the opportunity to pay you for that and. You know with crypto on top of it. They can pay with micropayment so you know could be one penny it could be a dollar it could be million dollars that all transfers the same and so I know all that sounds a little complicated for people but I'm doing my best to kind of explain why web 3 is a brand new thing. It it allows us to do something. We've never been able to do before and it opens up to the world of people that never could be included before and that's what makes it so fantastic. Quite honestly and we certainly have a lot of growth to do. You know and there's terms you may or may not have heard NFTs for instance metaverses all of these things are very important and most of them got started in recent years um with a low hanging fruit. That's usually tied to you can use the word greed or making quick money or whatever it is. It gets it going. Um.

**Ron Levy**

But NFTs for instance, the artwork was the big thing over the last twelve to twenty four months and people were paying a lot of money for a piece of digital art and there was digital artists that showed up on the market and you know found their marketplace and all that was fantastic, but there's uses for NFTs. Our sensational well beyond artwork and um I guess I'll take 1 minute here. So NFT stands are non-fungible token. So if you own any bitcoin. They're fungible. They're all exactly the same. Certainly your ownership of whatever piece of it. You've got. Is identifiable to you. It. It is yours? Um, but they are all the same and n f to your nonfungible token is a unique creature. Every single one is unique and on its own and what's the real value in that. Well how about trademarks how about how about. If you wanted to trademark something and you record it on an NFT and you have control of that but the date you recorded it and the information is on a blockchain. What does that mean it's immutable. You have proof that you did it on that day as to exactly what you did. Nobody asked to go to court and battle over it if there's a question down below. You literally just point to the blockchain say here it is and here's the day. It's inarguable and there's many countries now that are putting that into play just for just that trademarks identity of companies. They're registering. That's one simple. Um.

**Ron Levy**

Example you can also use and NFTs as a gateway to watch a video I mean you know you can you know Cecilia if you had a thousand employees you could make a video that's meant for 5 of them. Maybe you're c-suite and make the only access through 5 different NFTs which you will send to the 5 people you want to see them. No one else can get in except for them and if you want a little more security you can embed a QR code into the video make those 5 separate identifiable and if that video ever got out anywhere. You know which person it got out from like we couldn't do these things before and. And it's just the tip of the iceberg they're being these projects are being developed now. They're real and they're coming at us and when it comes to you know I mentioned teaching individuals because I think there's massive career opportunity here for those that learn properly. But also there's this. Many businesses in almost every industry that they could they could get by without knowing any of this. But if you want to stay on the cutting edge and you want to know the opportunities that are coming at you and so you recognize your competitors when they're doing something you'll understand what it is. That's what we teach we teach. Technical and non-technical so we will teach you what it is why it matters what's going on in your industry as a company and we'll teach sometimes just a c-suite sometimes you know 50 people in the company and sometimes we come back to a company a

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dozen times for more engagements but it's for all of that.

**Ron Levy**

And on the other hand we teach technical so teaching people how to actually code on the blockchain is a big deal. Also we teach both of those things.

**OTC Markets**

Um, so Ron what are you excited for in 2023 with The Crypto Company?

**Ron Levy**

Well, we've recently put on an outbound sales team which we previously almost every company we've worked for I mentioned earlier and many more They've all come to us because we were you know blockchain training alliance was early and is. I believe always delivered a ah product. That's second to none. Um, so we've always built business that way. Well we now have put together our sales team and we're doing outbound sales and that is already gaining some traction and I think with that. We're going to be able to teach many more companies and they may not even be names that you know your listeners will recognize which is fine by me, you know, but any company could have a million in revenue 10000000 in revenue and not be fortune 100 they're equally as important and sometimes more nimble they should know all this. So I think with our outboiling sales team I look forward to many more engagements.

**OTC Markets**

How does trading on the OTCQB Venture Market enhance your global investor strategy?

**Ron Levy**

Credibility Um, compared to being a private company. Um, the fact that we're on OTCQB and is really valuable and quite honestly attention wise we noticed a big difference when we uplisted from pink sheets up to OTCQB fully reporting. Ah, that was the beginning of last year I believe it was and there was an uptick in in being noticed and being respected and I really thought that was a big deal and the fact that we are on OTC is. Ah, big deal because it's transparency. Um, you know, ah public company is transparent with their financials and their filings. Their news and information and we like that we like standing up to that that type of scrutiny because we think we operate in a pretty fantastic way and. We want everyone else to have that full confidence in us and if for a private Company. We don't have to be that transparent. We can have lots of things hidden as private companies do and I'm not saying that's always bad but just contrasting the 2 in

this world with crypto and blockchain that people don't typically really understand. Us adding this layer of transparency I think should deliver some very substantial credibility and that's what we're after I Just think the industry of blockchain is growing and growing in many different directions and I would suggest that we may end up doing the same thing.

**Ron Levy**

Um, you know as we go from education. Um, you know on up to opportunities that might arise and you know being able to do that as OTCQB and quite honestly having the support of OTC Markets themselves as a company has been has been fantastic.

**OTC Markets**

Um, well Ron it's been a pleasure speaking with you. Thanks so much for your time today. The Crypto Company trades I'm of the symbol CRCW on our OTCQB Venture market

**Ron Levy**

Cecilia. Thank you very much

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