

RE-ARCHITECTING TRUST

The Curse of History and the Crypto Cure for Money, Markets, and Platforms

Meet Omid Malekan



Omid Malekan is the Explainer-in-Chief of blockchain technology. He is an adjunct professor at Columbia Business School, where he lectures on blockchain and crypto. In addition to his newest title, *Re-Architecting Trust*, he is also the author of [*The Story of the Blockchain: A Beginner's Guide to the Technology That Nobody Understands*](#).

A nine-year veteran of the crypto industry, he spends most of his time as a consultant, educator, and advocate for this new way of building trust. He advises individuals, investors, and seed-stage startups to Fortune 100 companies.

Malekan spent three-and-a-half years as the in-house crypto expert for Citi Ventures and Citibank. There, he worked with executives across the bank and its biggest clients to help them design a strategy on blockchain, crypto, stablecoins, central bank digital currencies, and decentralized finance. He co-authored some of the bank's official positions and was part of the team that wrote a definitive [GPS report](#) on Bitcoin, which is to this day, the most read in Citi's thought leadership series' seven-year history.

Malekan's essays on crypto and related topics have appeared in the *New York Times*, *Wall Street Journal*, *Financial Times*, *Spectator Magazine*, various industry publications, and his blog at Medium.com. Prior to his work with crypto, he was best known for several viral videos in the heyday of YouTube, an animated one of which found its way into the financial zeitgeist, possibly to the chagrin of former Federal Reserve Chairman Ben Bernanke, aka *The Bernank*.

Malekan has spent years being confused about crypto, so you don't have to be. When not writing or teaching, he plays the part of ambassador, sitting between the people who push the envelope on what is possible and those who will be impacted should they succeed. He resides in a quiet corner of the Metaverse.

Learn more about his work at omidmalekan.com.

About *Re-Architecting Trust: The Curse of History and the Crypto Cure for Money, Markets, and Platforms*

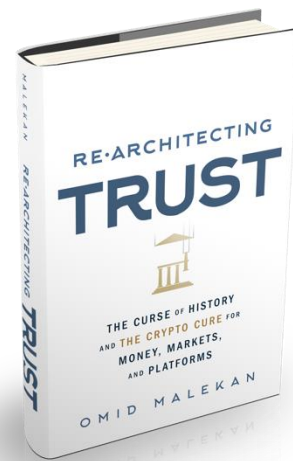
Known as the Explainer-in-Chief of crypto, Omid Malekan strips away the needlessly technical or ideological and walks readers through the process by which the confusing mishmash of technologies that enable Bitcoin can now be applied to everything else.

Trust is the most important thing that we never think about, until it's gone. Then it becomes the only thing we think about, because trust is the glue that holds society together. It allows disparate groups of people from all over the world to interact with each other through clever solutions like money, a financial system, or a social media platform, with the assumption that those solutions will maintain integrity. But trust is also cyclical and, ultimately, cursed. The more trusted a solution becomes, the greater the incentive for someone else to abuse it.

Today, that abuse is apparent all around if you know what to look for: fading national currencies rife with inflation; fumbling financial firms requiring ever bigger bailouts; sinister social media algorithms radicalizing our friends; predictable politicians selling out to populists on either side of the spectrum. What is not apparent is who we should blame, because we were the ones who architected our most important services around a handful of powerful intermediaries, then asked them not to take advantage.

Re-Architecting Trust is an exploration of how decentralized blockchain networks and the digital assets that they enable, let us reinvent our most important trust frameworks, by creating brand-new types of money, reinvigorating how we transact the old kind, disintermediating the least trustworthy financial institutions, and enabling brand-new business models for artists and influencers.

Technology has always played an important role in the evolution and undulation of trust, especially during periods of historic change. Now is one of those times, as a potential revolution lingers on the horizon. While one kind of tech enables censorship, surveillance, and control, a newer, more sophisticated kind allows us to restore trust to our most important interactions and to return power and profits back to the people that money, markets, and platforms were meant to serve.



Praise for *Re-Architecting Trust*

“You must read Omid. He is the best person to agree and disagree with on the subject of cryptos. You learn both ways and enjoy the argumentation in the process.”

– Nassim Nicholas Taleb, Author, *The Black Swan*

“Omid Malekan’s *Re-Architecting Trust* is a well-warranted introduction to this domain, with the jargon stripped away and the theoretical underpinnings laid bare. Neither excessively utopian nor overly skeptical, Malekan is a balanced and thoughtful guide to this new frontier. His book is a profound contribution to the crypto literature.”

– Nic Carter, Partner, Castle Island Ventures & Co-founder, Coin Metrics

“Omid Malekan is my go-to source for all things crypto. This industry changes daily, but Omid always knows the latest and has good insight into what comes next. This book is THE resource I use to get a handle on the complexity of this revolution.”

– James Altucher

Drawing on his expertise and key themes in the book, Omid Malekan can discuss:

- The fundamentals of blockchain and crypto in a fashion that’s not intimidating to newcomers
- The importance of trust in different contexts, how it is fading in the digital era, and how blockchain and crypto can help restore it for things like banking and social media
- Why decentralization matters, not ideologically or politically, but to preserve integrity
- How to separate the hype from the substance in crypto
- The role that Bitcoin can play in ordinary people’s financial lives
- Applications like decentralized finance, stablecoins, and NFTs
- How different professionals can think about the impact of crypto on their industry
- The history of crypto and where things might be headed
- New business models for artists and creators
- The downsides and risks of blockchain and crypto—including environmental impact

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For more information, visit omidmalekan.com

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RE-ARCHITECTING TRUST will be available in May 2022
on Amazon and everywhere books are sold.

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