



## **San Francisco Blockchain Hub, Starfish Mission, Hosts 'Do's & Don'ts Pitch Night' Featuring Litecoin's Charlie Lee**

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San Francisco, August 28 - With a stellar panel of leading blockchain voices from Litecoin, BOOSTO and Lumeos, "Pitch Night" breaks down blockchain marketing and PR in San Francisco with the "Do's and Don'ts of Pitching Blockchain Technology".

Starfish Mission, a pioneering hub for the blockchain community in downtown San Francisco, on Wednesday, August 29 is hosting a free crypto "Pitch Night" with a broad spectrum of leading cryptocurrency innovators: founder of Litecoin Charlie Lee, marketing guru and founder of BOOSTO Heidi Yu, and founder and CEO of Lumeos Ali Ayash. Starfish will open the doors to the event at its blockchain community hub with time for networking before discussing what these blockchain leaders are currently working on, and digging deep into the do's and don'ts of how to pitch a blockchain project.

"At Starfish Mission, we are proud to bridge the gap between the early innovators of blockchain and the large

community that grew out of blockchain's dramatic rise in visibility last year," said Alicia Ferratusco, the co-Founder of the Starfish blockchain coworking space. "We are very excited to host Charlie Lee, the creator of Litecoin - one of the first alternative cryptocurrencies to Bitcoin - as part of our ongoing efforts to bring the best thought leaders in the space to our community."

Organized by The Blockchain Collective and SF EOS, and hosted by G. Shavilingham and Bryan Haupt, "Pitch Night" will showcase a variety of projects that are bootstrapping their organizations. Each project will deliver a four to six minute presentation followed by a panel including Charlie and three other specialists to provide a holistic picture from the different perspectives currently working within the blockchain community. The goal is for each panelist to provide unique industry specific experience to shed light on emerging projects from their respective field of expertise.

"In addition to his Litecoin work, Charlie was director of engineering at Coinbase as the company grew to support millions of users, said Matt Quinn, co-Founder and Community Engagement Manager at Starfish. "With all of the technical hazards exchanges face, Charlie's ability to lead engineering efforts is impressive. We are happy to welcome him to assist founders as they navigate the eternally novel blockchain landscape."

If there is time after reviewing each of the projects and receiving feedback from Charlie and the other specialists, the floor will open to the audience for a brief Q&A with the panel before concluding. Questions will be prescreened to save time and read from the co-host of the event.

For more information on the event, go to: [www.meetup.com/Starfish-Mission/events/253907993/](http://www.meetup.com/Starfish-Mission/events/253907993/)

About the Judges:

Charlie Lee, Creator of Litecoin: Charlie has been working in the space since its infancy and created Litecoin in 2011. Past roles include being the director of engineering at Coinbase.

Heidi Yu, CEO at BOOSTO: Heidi is a serial entrepreneur, influencer, and marketing evangelist in the blockchain ecosystem. She founded BOOSTO, an influencer driven decentralized app store that returns power to content creators.

Ali Ayyash is founder & CEO of Lumeos, a San Francisco startup aiming to revolutionize online data sharing, using the EOS blockchain.

## About Starfish Mission:

Starfish Mission is a pioneering hub for the blockchain community - founded by the Starfish Network dedicated to creating spaces and learning opportunities for the community which inspires us; to change commerce, communication and governance, effectively upgrading the operating system of our world. They host events on blockchain and other peer to peer technologies in San Francisco and at their expanding network of spaces around the world.

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