

nem ELECTIONS
CANDIDATE POLICY DOCUMENT

Name Candidate	PEDRO ELIGIO GUTIERREZ QUINTERO
NEM ID	NEM-000930
NEM Foundation member account	NAPS4Q-V3SGAC-QTWU6K-6LMDD4-RQV7K7-XVMVPD-Q722
Position	COUNCIL MEMBER

COUNCIL MEMBER NOMINEE



Pedro Gutierrez

Regional Head, NEM Latin America

PERSONAL PROFILE

NF Membership Number: NEM-000930

Pedro Gutierrez is a Systems Engineer with a long career in business entrepreneurship in the field of technology. He joined the dot com boom as a category manager in deremate.com, the first online auction site in Latin America, from 2001 to 2003.

In 2008, he was the founder and CEO of the first dental franchise in Venezuela, a pioneer in the programming of appointments via the web, across 17 operating venues throughout the country.

Because of the impact of his franchise in Venezuela, he was appointed principal director of the franchise chamber of Colombia and Venezuela simultaneously between 2015 and 2017.

In 2016, he founded the company SynergyCriptoAdviser in Colombia, which is a company that offers services for training and support in the training process for those interested in cryptocurrencies and the blockchain, of which he is currently CEO. He also advises major brands for their expansion in Latin America.

In 2018, he was named NEM Regional Head LATAM, for the NEM.io foundation and is responsible for publicizing NEM's blockchain technology and its impact in areas such as industry, commerce, education institutions, and government for the region of Latin American.

ACHIEVEMENTS

- **Community**

- Carried out 50 meetups in 10 months; appeared in more than 25 publications in local and international media, speaking about NEM as a high-performance blockchain for businesses and governments

- **Marketing**

- Argentina-Colombia: NEM presence in the first International Blockchain Congress Cordoba-Buenos Aires - Bogotá (April 2018)
- Mexico City, Mexico: Open Space of the Torre BBVA Bancomer from Mexico City, as speaker (June 2018)
- Brazil - Rio de Janeiro: Debate on the regulation of criptomonedas at the University of Rio de Janeiro, attended by Deputy Federal Aureo Ribeiro,

- author of the project of law on regulation of digital currencies for Brazil. (June 2018)
- Córdoba, Argentina: NEM Blockchain Conference by local government municipality of Córdoba (February 2018)
- Uruguay, Montevideo: Blockchain Summit in the Uruguay Golf Club as speaker (September 2018)
- Bogotá, Colombia: Blockchain Summit Bogotá as speaker (October 2018)
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- Partnerships with business, education, and government institutions
- Caracas, Venezuela: Alliance with Central University of Venezuela, conceptualization for the Faculty of engineering on the Blockchain technology of NEM (June 2018)
- Medellín, Colombia: Bureau of productivity and development of Antioquia to develop the NEM technology for the local government, teachers college, and business leaders in the region. (May 2018)
- Mexico City, Mexico: Alliance with CoinBTR to incorporate XEM/NEM in the panel's action directly with the Bank of Mexico and ensure their official lawfulness in secondary publication of the law in Mexico, which will be published approximately by October 2018
- Santiago de Chile, Chile: Alliance with Business Blockchain in Santiago de Chile. The Alliance will allow the application of the NEM blockchain to real business cases (May 2018)
- Agency e-Government and the information society AGESIC, the Uruguayan Government company
- University of Montevideo, Uruguay, to implement NEM and train students
- Catholic University of the Uruguay, to implement NEM and train students
- Universidad de la República in Uruguay, to implement NEM and train students
- Speaker in Las Vegas talking about Nem Blockchain in the ChainXChange Event at the Mandalay Bay.

- October: It was signed with NOXTAK, NOXTAK is a pioneer in the development of new standards for sustainable development in all types of habitats, from buildings to entire cities. The SPIRO® solutions can be used in homes and offices to neutralize any kind of electropollution, improving the functioning of the equipment and avoiding any damage to our health.
- November It was signed MOU with UNITEC - Venezuela, UNINET Foundation is a non-profit organization that promotes the integral formation of the individual, public or private institutions through face-to-face, blended, distance or virtual education, continuing education, in different areas, accounting, legal, finance, state-of-the-art technology, cooperativism, engineering management. All linked to the education sector.

- In progress:
 - Córdoba, Argentina: Alliance with Blas Pascal University and National University of Córdoba for educating students and teachers on the technology of NEM
 - Buenos Aires, Argentina: Partnership with University of Morón to educate students and teachers on the technology of NEM
 - Córdoba, La Plata and Rosario, Argentina: Alliance with National University of Technology to educate students and teachers on the technology of NEM
 - Córdoba, Argentina: Alliance with the city entrepreneur, (170,000 m2 of display with all technology companies in the country, more than 35 international companies--Intel, free market, McAfee, HP, Santander River
 - Argentina: Ministry of Science and Technology. Set up of system of NEM's Apostille
 - Argentina: Ministry of education and schools PRO conceptualization for developers.

- Maracay, Venezuela: Universidad Bicentenario de Aragua, development of the first degree on blockchain powered by NEM in Latin America.
- Globant, Argentina's software consulting, multinational company, which has a large development in the Uruguay and is interested in a partnership with the NEM.io Foundation
- Code of the South, Uruguayan software company which exports mainly to the USA
- UNAM (Universidad Nacional Autónoma de México), to implement NEM and train students
- BitCuners in the city of Cancun, in Mexico
- Hackers & Founders in Guadalajara, in Mexico
- Startup Mexico, in the whole country of Mexico
- RegTech (legal sector) in the city of Mexico
- Participation in Blockchain Americas Summit from 25 to 30 of November as Speaker and Sponsor
- Thanks to the Alliance between NEM and NOXTAK, we can have for the first time in history, NEM at the CES of Las Vegas in January 2019, in a large pavilion, in the Smart Cities area.

POLICY & STRATEGY PLAN FOR 2019-2020

STRATEGIES:

As a Council Member of the Council I will apply my knowledge and experience of Business Council to help make the best decisions, going towards the advancement, implementation and promotion of NEM, for a Government and Enterprise Level.

On this regard, I will be a professional CM, open to listen but firm at the time of decisions. I'll always advocate for the Foundation to have beneficial partnerships, developments and proposals that let to discussion.

As Regional Head of LATAM my strategy will be seen in this areas:

- **Marketing**

- Conferences: Participation of NEM as speaker and sponsor at different congresses and blockchain and crypto spaces in Latin American countries
- NEM.io Foundation Communication tools for the region:
 - Channel telegram for consultations and interaction of the Community (LATAM)
 - YouTube Channel and shows:
 - LatiNem: News that report the progress of the project at international level, and interviews of major allies and thus make them known as references for our community in general.
 - NEM Academia: Educational videos that teach the use of the different functionalities of the NEM platform for consumers
 - News Website in Spanish: Blog in which the community can enter innovations of the Foundation at local and international levels and receive email notifications of new publications: nemespanol.io.
- Hiring a Regional PR Company for the image management at the local level, thereby allowing the Foundation's presence in the mass media with a technological and entrepreneurial approach.
- High-impact regarding blockchain solutions: Make the NEM project prominent in the region, its architecture and implementation of the blockchain becoming a benchmark for the industry in successful use cases and major areas.
- PROGRAM NEMprendedores (NEMtrepreneurs): Project that seeks to raise awareness from the grassroots of society on the impact of that blockchain
- technology may have in different areas. As main objective, the project targets students of the last year of middle education school. NEM will hold an entrepreneurship fair in schools and will award the team with the best solution under the NEM blockchain implemented in real cases.
- Media: Each NEMbassy will develop partnerships with media in their countries so they will report events related to NEM.

- **Partnerships**

- NemLabs at Universities: We will work in partnership with universities in the region, seeking to inform students and teachers how new technologies can

- be implemented in processes within the same areas of the University. This program will have the intended creation of graduate or post-graduate students producing viable POC.
 - Nonprofit and Private Organizations: NEM should –and will- grow each time it helps solve a real case situation. As a Foundation, our goal is to pursue the blockchain implementation in every area that might represent an improvement, but never at our own values' expenses. NEM is, and will be, as ethical and helpful as it has always been.
 - Government: Integration between NEM and the local and national governments for education and subsequent implementation of the technology in pilot projects will be searched, then give way to national implementations.
 - Alliances with other Blockchain initiatives: Partnerships with other companies of blockchain to promote the use and implementation of this technology and to promote the presence of NEM in the international public's attention.
- **Development and implementations**
 - Every NEMBassy will find strategic alliances with software development companies in its country, which will be trained and subsequently certified by NEM developers to be prepared at the time of the beginning of implementations in each jurisdiction.
 - A local partner will be sought in Colombia to establish the first Blockchain Center in LatAm, enabling training and deployments and be the support for developers, entrepreneurs, and institutions in terms of technology blockchain refers. This space also will be the most important space in LatAm for larger conference or summit requests.
 - I I will develop a technical support plan for Catapult projects. This will be done with our best SI companies. In order to provide the best help to developers in this new solution.
- **Training**
 - NEM 101 Meetups: We will triple the activity in the region, joining many more organizers and popularize the use of the cryptocurrency XEM, more as means of payment, towards the final customer.

- NEM 201 Meetups: We will celebrate more of these events for developers certified by NEM, to raise the interest of independent developers to implement the technology blockchain of NEM.
- NEM Hackathons: We will make at least 3 hackathons per year, in the best conference in the region, so developers can implement our technology in this kind of meetings.
- Training for the team of NEM Latam.
 - Commercial training: the training that will be directed to the ambassadors and the best organizers to increase their business and communication skills so that they can have perform better in their duty.
 - Technical training: Ambassadors and organizers who belong to the technical team of LatAm will be given an update a year on the progress of the blockchain technology, to always keep them at the forefront of the market

POLICIES:

- **Internal policies for contributors**

- All the ambassadors should be entrepreneurs, owners of technology companies, and very knowledgeable about the blockchain technology.
- Ambassadors cannot be ambassadors of another blockchain project, or projects that are counterproductive to the image of the NEM.io Foundation.
- The ambassadors may be advisors, provided that they report it to the Council for approval, and surrender their profits to the foundation.
- The members of the Council may be advisors with prior authorization from the Council, and surrender their profits to the foundation.

- **Financial**

- The rate of monthly remuneration and reimbursement will be at the rate of the last two week at the date of payment; in this way we mitigate the volatility.
- Monthly compensation payments will be made every 15th of each month.
- Stands of refunds shall be presented within the first 5 days of each month and payment by the day 20 of the same month.



The Smart Asset Blockchain

- NEM may set a proposed fee \$10,000 - \$ 15.000 per year when a development company uses our logos. The company would get training and certification by our developers in compensation.
 - Create a new NEM Blockchain Centre, to expand it through the franchise model with a potencial partners. This adds sustainability to the Foundation
 - NEM contracts can directly implement larger engagements, especially the with the government, so those funds remain in the foundation's arks and in this way we guarantee the excellence in the development process. For this process, we must create a for-profit entity
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- **Marketing**
 - Set 2 meetups a month by in cities whose size with significant population > 7MM.
 - We'll create a fund for more Merchandising and POP in order to give more exposure to our brand among the Latam audience.