

# When Building Out Its Moonshots, This Washington DC Startup Knows When To Look For The Stars



Washington, DC, USA, 2018-Jan-15 — /EPR Network/ — The year 2017 was known in the world of cryptocurrency-based crowdfunding as the age of the Wild West—infamous for its massive, oft-unwarranted treasure chests being entrusted to companies barely out of the whitepaper stage during their TGEs—Token Generation Events also known as Initial Coin Offerings, or ICOs—offset by regulatory uncertainty, frequent multi-million-dollar scams, and sometimes even wholesale freeze-outs of crypto assets in several countries previously friendly to practice.

The year 2018, on the other hand, is expected to issue in a certain sense of clarity and solidity to the markets, populated with ambitious projects at last aware of their own strengths and weakness, and carried on the shoulders of teams capable of actually bringing their lofty visions to life.

WishKnish (<https://wishknish.com>), a Washington, DC-based startup providing turnkey, decentralized, gamified marketplaces to businesses, social causes, and communities—along with tailored BaaS (Blockchain As A Service) solutions to enterprise clients—aims to be one of these latter entrants.

By bringing in Mr. Mohammed Ebrahim Al Fardan as the Executive Vice President of the MENA and APJ region, the group has now expanded its core team to broadcast its messaging far beyond existing marketing frontiers.

“It is not often that such a fortuitous meeting of the minds happens so seamlessly over thousands of miles,” says Alisa Gus, CEO of WishKnish, “but when an opportunity presents itself, it is up to an exec worth his—or her—salt to answer. Really, Mr. Al Fardan’s experience and connections, and our shared goals for the region and the role of WishKnish’s Blockchain-as-a-Service arm in making them happen, will undoubtedly make this one of the most strategic hires any company can hope to make, especially as it closes in on its own token generation event.”

A 2014 Entrepreneur of the Gulf region recipient, Mr. Al Fardan is the mastermind behind the concept, technical study and master plan for the MENA ICT hub city, a first and only fully integrated smart city in the world as stated by industry experts, and for many years one of the driving forces for the region’s Oil & Gas, Real Estate, Luxury Goods, Investment, Travel & Tourism, and Pharmaceutical industries.

“When you are a VC,” shares Michael Kapoor, the WishKnish’s Chief Operations Officer, and formerly a managing partner of San Francisco’s Propeller Venture Capital, “you’ve got your pick of interesting

projects. But occasionally, a project comes along that reminds you of why you started out as an entrepreneur yourself back in the day, and makes you want to get your hands dirty and make this remarkable business take shape. I imagine that's how Mr. Al Fardan has come to feel, too, and I really can't be happier to have him on the team."

Long excited to bring in the vision, power, and security of blockchain technology to the MENA business and government structures, revitalizing and decentralizing its most vital systems, Mr. Al Fardan has this to say about his decision to join the advisory board of WishKnish:

"I am proud and excited to join a team of world experts in Blockchain technologies at WishKnish," Mr. Al Fardan remarks "I found the idea behind the company so unique and the founders are top class professionals. Such a team with such experiences will no doubt disrupt the industry providing clients globally with great utilization of Blockchain. Having clients talking to us from regions like Middle East & Asia Pacific at this stage makes us more committed and accountable to deliver on their expectations and exceeding them."

The excitement of new possibilities is felt across all levels of the project's management team:

"The advent of a truly global economy has come to be possible thanks to blockchain decentralization. We cannot allow ourselves to focus only on the parts of the world familiar to us if we want to make an impact on this exciting space. But doing so without an expert local member of the team is something I would not be prepared to tackle at any stage of the company's lifecycle," says Eugene Teplitsky, WishKnish CTO and Alisa's long-term partner in multiple projects. "That Mr. Al Fardan has agreed to join us while we're still young is, I think, both a testament to his forward thinking on where the technology is heading in the next decade—as well as to his confidence in WishKnish's ability to deliver on our now shared vision. We can't wait to see what 2018 brings to all of us in these next few months!"

#### **About WishKnish Corp.**

WishKnish (<https://wishknish.com>) offers businesses, affiliates, and non-profits a decentralized marketplace platform for launching gamified, socially-engaged storefront communities equipped with the tools to turn regular users into super-fans and evangelizers while streamlining coin-agnostic e-commerce and fulfillment, as well as offering advanced blockchain-as-a-service tools to meet enterprise clients' needs.

#### **About Mohammed E. Al Fardan**

Mohammed Al Fardan is a serial entrepreneur specializing in Computer Science, International Business and investments. Upon graduation he joined IBM, then Lexmark, Microsoft and other top ICT multinational firms. He has more than two decades of ICT experience, then he leveraged on his experience, knowledge and connections to introduce the Venture Capitals concept to the Middle East region as well as Entrepreneurship, in 2014 he was awarded the Entrepreneur of the Gulf region. He managed acquisitions and created venture capitals focused on ICT industry in the region. As well as he attracted many ICT firms to come and work in the MENA under his leadership.

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