

**The Working Group on Risk - CREAR, with the support of the IDS dpt, Institut des Actuaire, LabEx MME-DII and the group BFA (SFdS), has the pleasure to invite you to the Seminar by:**

**Serge SOUDOPLATOFF**  
Entrepreneur, Co-founder of Start-Ups

**March 30, 2018, 12:30pm – 1:30pm**  
**EEE - ESSEC La Défense (CNIT) – Amphi 103**  
**Blockchain or Distributed Trust**

The blockchain is the product of, on the one hand, the convergence of asymmetric cryptography and distributed systems, and, on the other hand, an opportune sociological climate. The latter is itself the result of a crisis of confidence from internet users towards their institutions, which has led them to seek out new forms of governance. The blockchain is at the forefront of a revolution affecting the way we carry out transactions. It enables individuals to carry out operations among themselves, particularly those of a financial nature, which are guaranteed without the involvement of a trusted third party. This speeds up such interactions, and reduces their cost. Therefore, the existence of the blockchain is seriously challenging the role of institutions, banks and notarial studies, having a profound effect on the way we approach administration.

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# Serge SOUDOPLATOFF

## Entrepreneur

### Co-founder of Sooyoos, HighDeal & Mentia

**Serge Soudoplatoff** is an Internet strategist, entrepreneur and angel investor. He enjoys a distinguished career at the leading edge of IT technology and usage, consulting to industry and government and presenting conference keynotes. He has lectured at engineering, management and business schools throughout France including Ecole Centrale, ESCP and Hetic. He is the co-founder of Sooyoos, a web development agency and HighDeal, a global company selling pricing software that Serge brought to Silicon Valley in the early 2000s, and which was acquired by SAP in 2007. His most recent start-up is Mentia, in San Francisco, has developed a digital therapeutic platform co-designed with people with dementia.

Serge writes for the think-tank Fondapol (la Fondation pour l'innovation politique), tracking Government 2.0 initiatives around the world. He published essays on Artificial Intelligence, Blockchain, and in general about the Digital Renaissance.

Before that, Serge, a graduate from Ecole Polytechnique Paris, was a researcher on pattern processing. He opened the Neural Network practice at Cap Gemini Innovation in 1990. Serge was privileged to be a part of a pioneering team working in speech recognition using Markov models at IBM research labs in Yorktown Heights, NY. In 1978, he began his career as a geographical engineer for the French National Geographical Institute, researching satellite image recognition and satellite positioning, predating the GPS.

Serge has multiple publications in international journals and conference proceedings, and has published two books, "Avec Internet où allons-nous" in 2005, and "Le monde avec Internet" in 2012.



**Labex MME-DII**  
Modèles Mathématiques et Économiques de la Dynamique, de l'Incertitude et des Interactions

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