

International Security Ligue Cash Chapter Leadership Forum

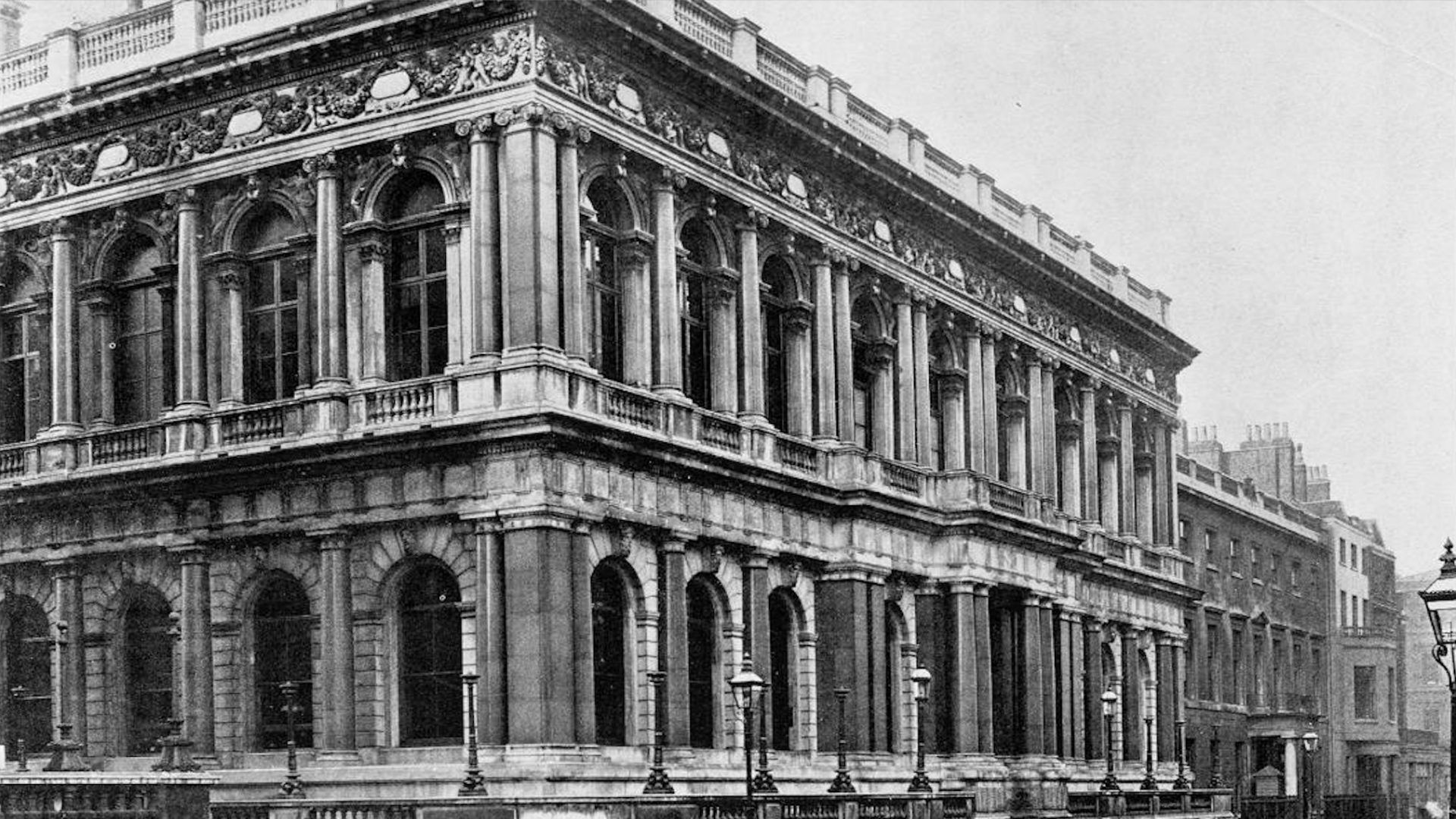
*“Everything, Everywhere, All at Once: The Evolution of Crypto,
Stablecoins and Their Impact on the Payments Landscape”*

Gregory C. Johnson, CFP
Rubicon Digital Assets
New York University
September 16, 2025

**Credit Cards or
Apple Pay**

Only—No cash.

Thank You!



An mBridge Too Far?

- ❑ BIS Innovation Hub Project mBridge
- ❑ China, Hong Kong, Thailand, United Arab Emirates
- ❑ Wildcard: Kingdom of Saudi Arabia
- ❑ BRICS Pay
- ❑ Implications

The Emerging Technology Triad

- ❑ Computational Intelligence (aka AI): *Linear v. Exponential*
- ❑ Digital Assets/Crypto, Web3, DLT, Tokenization
- ❑ The Quantums: *Computing, Sensors, Communications*

Lessons From Reward Programs?



The State of Crypto: *Normalization*

- ❑ The Trump Effect: All Crypto Roads Lead to D.C.
- ❑ SEC Reform; *Paul Atkins, SEC Crypto Task Force, Project Crypto*
- ❑ 401Ks
- ❑ U.S. Strategic BTC Reserve (aka: Satoshi rolls over in grave)
- ❑ Color(s) of Crypto
- ❑ *Something is Rotten in the State of Crypto?*

Institutional Adoption

- ❑ Fidelity Investments, BlackRock, JP Morgan Chase
- ❑ Bank for International Settlements
- ❑ DTCC
- ❑ Pension Funds
- ❑ Corporate Treasuries (MicroStrategy, Tesla, etc.)

Global Corporate Treasury Strategy: *Pre-Genius Act*



Stablecoins: *Looking Back, Looking Forward*

- ❑ Origin Story: If Not for Cambridge Analytica?
- ❑ Of Facebook, Libra and Diem
- ❑ NYDFS Virtual Currency Guidance, 2022
- ❑ Genius: *The Guiding and Establishing National Innovation for U.S. Stablecoins Act*
- ❑ Stability is Underrated

“The Endless Summer” of Regulation?

- ❑ European Union; MiCA (**M**arkets in **C**rypto **A**ssets)
- ❑ UK; FCA (Financial Conduct Authority)
- ❑ Singapore; MAS (Monetary Authority of Singapore)
- ❑ UAE; *ADGM, DIFC, VARA*
- ❑ Wildcard: India

“CHILLS AND SPILLS CROWD THE SCREEN.
LEAVES A VIEWER BREATHLESS.”
Time Magazine

“A PERFECT MOVIE.”
The New Yorker

“BREATH TAKING! SWEEPING AND EXCITING.”
Newsweek



The Endless Summer

A true motion picture about surfing.
Filmed in Africa, Australia, New Zealand, Tahiti, Hawaii and California.
A BRUCE BROWN FILM IN COLOR
Distributed by Cinema V

Central Bank Digital Currency (CBDCs)

- ❑ Anti-CBDC Surveillance State Act (H.R. 1919)
- ❑ Q: *Thoughts on the proliferation of CBDCs in the US?*
- ❑ Chris Rock & Privacy
- ❑ Wholesale v. Retail
- ❑ e-CNY: China's Digital Yuan

Institutional Implications

- ❑ Basket of Currencies
- ❑ Argentinian Grandmothers v. Fortune 1000 CFOs
- ❑ Tech companies and those that don't know they are...
- ❑ Organizational Design: Board of Directors, C-Suite

“There is a tide in the affairs of men
Which, taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.
On such a full sea are we now afloat,
And we must take the current when it serves,
Or lose our ventures.”

Brutus | Act IV | Scene III | *Julius Caesar* | William Shakespeare



International Security Ligue Cash Chapter Leadership Forum

*“Everything, Everywhere, All at Once: The Evolution of Crypto,
Stablecoins and Their Impact on the Payments Landscape”*

Gregory C. Johnson, CFP
Rubicon Digital Assets
New York University
September 16, 2025



RUBICON DIGITAL ASSETS
CROSSING THE DIGITAL DIVIDE

As Seen In:

**THE
WALL STREET
JOURNAL.**



**cheddar
news**



HUFFPOST



THRIVE  GLOBAL

**The
Weather
Channel**



“...the keyboard is going to become even mightier pretty soon...the world in some sense belongs to coders...”

—Dr. Gavin Wood

The State of Crypto

- ❑ The Trump Effect
- ❑ Cabinet Appointments; *Lutnick, Scott Bessent*
- ❑ AI & Crypto Czar; *David Sacks*
- ❑ SEC reform; *Paul Atkins, SEC Crypto Task Force, Project Crypto*
- ❑ Legislation: FIT 21, SAB 121, Stablecoins
- ❑ U.S. Strategic BTC Reserve (aka: Satoshi rolls over in grave)
- ❑ About those “*Adults in the Room*”