

Q&A with Kevin Hobbs, CEO of The Vanbex Group providing Consulting, Communications and Development for Blockchain Companies building everything from Wallets and Tokens to Crowd Funding and Branding Strategies



Kevin Hobbs
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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Hobbs, what is the basis for Vanbex Group?

Mr. Hobbs: Vanbex Group is a full stack professional services and development company that specializes in the blockchain industry.

CEOCFO: How did you decide it was time for blockchain?

Mr. Hobbs: I met with our founder Lisa Cheng and she asked me if I would come and help her with her company back in 2015. I did a deep dive into the industry and realized this was going to change everything to do in our digital processes and infrastructure in the future and I jumped right in.

CEOCFO: There are still many people confused about blockchain. Would you explain how it works?

Mr. Hobbs: A blockchain is a ledger of information that is secured by cryptography. We have the internet of information and the blockchain now allows us to have the internet of value. We are now able to store, secure and transfer information to each other in the safest, most efficient and fastest way possible on an immutable record that can never be hacked or faked.

CEOCFO: How can you be sure it can never be hacked?

Mr. Hobbs: I do not think we can never be sure of that. I am sure someday there will be something that will come out and could compromise the security but hopefully by then we will have even better security than now. Right now, blockchain technology runs off SHA (Secure Hash Algorithm)-256 encryption and you would need a super computer and 20 years to crack those. Up to this point, the blockchain has actually never been hacked, you have seen some scary things about wallets and exchanges and things get hacked, but that is because those things are off chain, not on chain. On chain is very secure.

CEOCFO: Where does Vanbex come in?

Mr. Hobbs: What we have been doing since day one is helping companies in the blockchain space grow. We have been helping them with branding, communications, strategy, documentation, product development, road maps etc. We are really like an incubator for blockchain companies.

CEOCFO: What is your business model?

Mr. Hobbs: We take a monthly retainer and generally help them raise money via token distribution events.