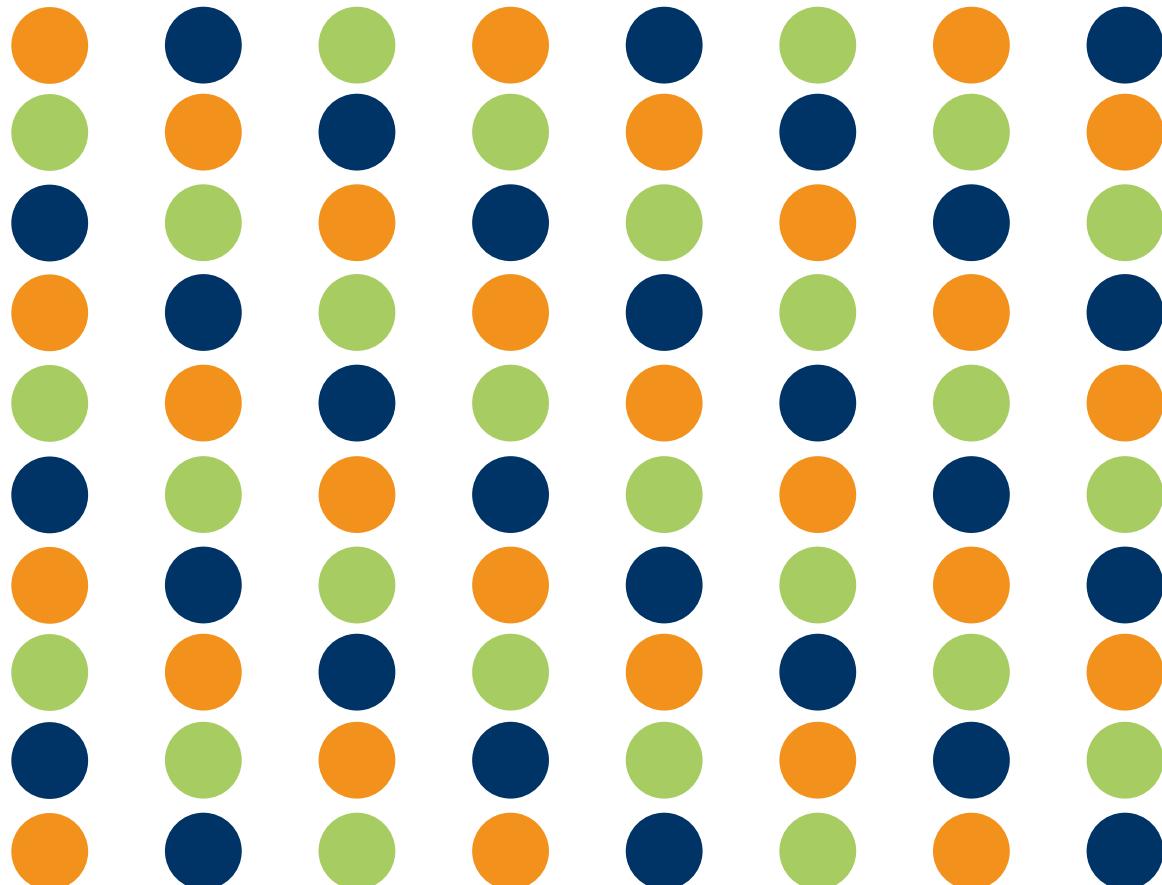


The Advocacy Engine — Driving Business Growth through Strategic Influence

Wall Street Blockchain Alliance (2016–2018):

Validating the Future of Digital Assets



CASE STUDY

massing^{PR}
the agency alternative



The Advocacy Engine — Driving Business Growth through Strategic Influence

WSBA (2016–2018): Validating the Future of Digital Assets

Executive Summary & Partner Section

In 2016, the **Wall Street Blockchain Alliance (WSBA)**—a 501(c)(6) trade association—required a comprehensive business partnership to establish institutional legitimacy for blockchain technology in the financial markets. The primary business objective was quantifiable growth: securing corporate memberships and launching foundational educational assets to become the market's recognized authority.

Strategy

Lighthouse Partners, Inc. was engaged for **Business Acceleration & Growth Strategy**, focusing on Thought Leadership and Community Building.

Branding

Massing PR, LLC was engaged for **Publicity & Brand Execution**, converting strategic assets into market credibility.



Pillar 1: Strategic Advocacy & Asset Creation (Lighthouse Partners)

Lighthouse Partners built the foundation for influence and revenue growth by designing the core institutional assets and driving the market adoption needed to meet the Wall Street Blockchain Alliance's corporate goals.

Corporate Membership Program Design

Lighthouse designed a **multi-tiered Corporate Membership Program**, transforming the Wall Street Blockchain Alliance into a structured trade advocacy group. The design provided mechanisms for companies to engage with and guide the alliance, demonstrating thought leadership and commitment to the distributed ledger space. The structure was implemented to provide engagement, education, certification, and networking opportunities for corporate executives.

The program includes three tiers:

- **Platinum:** The highest tier, providing maximum brand exposure and engagement, and includes a seat on the WSBA Advisory Board for ongoing policy input.
- **Gold:** Includes participation in one of the working committees, which create WSBA advocacy and thought leadership statements.

- **Silver:** Focuses on brand exposure and engagement activities hosted by the WSBA.

This structure served as the core business deliverable of the strategic engagement, growing the membership base from **1 to 10** in two years—a **900% growth rate**.

Thought Leadership Engine & Member Assets

Pete Harris built, authored, and developed the Wall Street Blockchain Alliance's continuous content strategy, ensuring continuous market authority and member engagement. Components included:

- **WSBA Perspectives Blog:** Authored a regular series of thought leadership blogs, featured on the WSBA website and social channels. Examples included commentary on the transition **"From Blockchain PoCs to Pilots"** and analysis of corporate involvement, such as **Thomson Reuters'** early embrace of the technology.





- **Member e-Newsletter:** Lighthouse initiated and compiled the monthly **WSBA Member e-Newsletter**. This asset created a consistent and proprietary channel for updating members on organizational milestones, such as new corporate members (e.g., Calypso Technology) as well as promoting the foundational **WSBA Certification Framework (WCF)** and the annual education event, **"Blockchain for Wall Street**.
- **Asset Support:** Lighthouse provided strategic positioning and market engagement for many Wall Street Blockchain Alliance initiatives, guaranteeing the WSBA's narrative was authoritative.
- **Agenda Curatorial Expertise:** Pete Harris designed the program agendas to convert high-level industry dialogue into measurable influence. The program specifically addressed the most urgent, forward-looking questions facing Wall Street, providing an early and unbiased view on the technology's adoption.
- **Focus on Actionable Content:** Sessions went beyond hype to cover early Distributed Ledger Technology (DLT) and Smart Contract pilot experiences, addressing critical issues including scalability, security challenges, and regulatory, legal, and accounting considerations for cryptoassets and ICOs (a forward-looking topic in 2017, and again, today).
- **Institutional Authority:** The events were a showcase for institutional thought leadership, attracting a "brains trust" faculty with participation from **Credit Suisse, State Street, DTCC, and IBM**, reinforcing the WSBA's neutrality and authority.

Event Producer & Vehicle: "Blockchain for Wall Street"

Lighthouse produced the **2016 and 2017 Blockchain for Wall Street Education Days** in New York City. These annual events were strategically designed as high-impact vehicles to generate legitimacy, attract institutional attention, and directly drive corporate member acquisition. Key features included:





Pillar 2: Brand & Publicity Execution (Massing PR)

Massing PR provided the essential brand execution and publicity lead to convert Lighthouse's strategic assets into market credibility and measurable results. Activities included:

- **Comprehensive Event Marketing Support:** Provided **CMO-as-a-Service execution** for the Lighthouse-produced events, including event brand identity, banner and web design, media sponsorship negotiations, program design support, and comprehensive press relations (pre-, during, and post-event).
- **Brand Authority & WSBA Certification Framework (WCF) Launch:** Executed the WSBA website rebrand, build and launch, positioning the organization as an industry thought leader. Led the Publicity strategy for the **WCF launch**, securing high-authority media coverage.
- **Metrics:** Grew the WSBA social media ecosystem by **400%**, positioning the events and the WCF for maximum market adoption.

Key Outcome: Influence Becomes Business

The creation of high-value assets (community, education, events) resulted in market influence that translated into institutional trust and a key partnership.

- **Major Partnership Secured:** By the end of the engagement, the WSBA secured a major deal with the **AICPA (Association of International Certified Professional Accountants)** to collaborate on education and certification—the ultimate validation of the WSBA's purpose and authority.

Earned Media Highlights: Driving Market Legitimacy

Massing PR's publicity strategy, which included a website rebrand, press releases, and event marketing, secured significant high-authority media coverage that positioned the WSBA as a leading expert and guide for the financial industry.





Wall Street Blockchain Alliance Organizational/Member Highlights

Key corporate members announced during the campaign included **SAP, Calypso Technology, Symbiont, BlockEx, RiskSpan, Blockchain Intelligence Group, and OTC Exchange Network.**

Media coverage included:

- **Waters Technology, Finextra, and MarketsMedia** reported on Calypso Technology joining the Wall Street Blockchain Alliance as a new corporate member.
- The launch of the Blockchain Assets

Working Group was covered by **Asset Serving Times, Blockchain News, and Banking Technology.**

- **The Journal of Accountancy** ran an article related to the AICPA collaboration.

Blockchain for Wall Street Event Highlights

The annual education days successfully converted high-level industry dialogue into measurable influence, earning extensive coverage and demonstrating that the WSBA was guiding the conversation.

Year	Publication	Article/Topic Highlight
2016	<i>CoinDesk</i>	"Blockchain Pros Debate 'Looming Challenges' for Smart Contracts"
2016	<i>Intelligent Trading Technology</i>	"Smart Contracts Show Potential; Progress Limited So Far"
2016	<i>International Business Times</i>	"Blockchain start-up Manifold Technology releases its platform at Wall Street conference"
2016	<i>MarketsMedia</i>	"Blockchain Pilots Are Nigh" / "OPINION: Are Dumb Contracts Better"





		Than Smart Ones?"
2016	<i>American Banker</i>	"When a Patent-Happy Industry Meets Open-Source Technology"
2016	<i>FinOps Report</i>	"Blockchain's Smart Contracts: What's Smart, What's Not"
2017	<i>MarketsMedia</i>	"Blockchain Enters Its Awkward Stage" / "OPINION: Smarting Contracts"
2017	<i>Journal of Accountancy</i>	"Blockchain: An opportunity for accountants? Or a threat?"
2017	<i>FinOps Report</i>	"Can Blockchain Supercharge Syndicated Loans?" / "Blockchain for US Settlement: Three, Two, One, Takeoff?"
2017	<i>CrowdFund Insider</i>	"Global Debt Registry Demos Blockchain Proof of Concept"
2017	<i>e-Forex Magazine</i>	"Keeping up with the blockchain"
2017	<i>LegalTech News</i>	"Financial Counsel Prepare for Blockchain Heading Into 2017"





2017	AFPOnline.com	"What's a Smart Contract? And Why Should Treasurers Care?
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Conclusion: Growth Through Strategic Influence

This engagement demonstrated the Lighthouse Partners model of accelerating market adoption through **Advocacy, Thought Leadership, and Community Building**.

The strategic focus on creating assets that supported the primary goal of membership growth led to the authentic validation that made the Wall Street Blockchain Alliance irresistible to corporate partners and, ultimately, secured the substantial partnership with the AICPA.

Campaign Highlights & Metrics

Metric	Target/Asset	Result/Value
Membership Growth Rate	Corporate Member Acquisition	900% growth (from 1 to 10 members in two years)
Membership Asset Value	Corporate Membership Program Design	Multi-tiered revenue structure (Platinum, Gold, Silver)
Market Validation	Educational Authority	Secured major partnership with the AICPA
Brand Amplification	Social Media Ecosystem	Grew by 400%

