

## **Helena, a Prediction Markets Platform for the Crypto Industry, Live on Ethereum Mainnet**

*Graduating from ConsenSys Labs, Helena is inviting crypto experts, industry professionals, analysts, reporters, and “crypto Twitter” influencers to predict key events and outcomes in the blockchain space.*

**NEW YORK, NY, February 20, 2019:** ConsenSys-funded prediction markets platform, [Helena](#), is graduating from the ConsenSys Labs incubator with their official launch on the Ethereum Mainnet, announced by founder Mark Ziade during the [Oppenheimer Blockchain Investor Summit](#).

Helena is a prediction markets platform delivering real-time quantified forecasts about fundamental blockchain events, trends, and projects. The Helena app was built using the [Gnosis](#) prediction markets protocol. Founded at the beginning of 2018, Helena recently graduated from the [ConsenSys Labs Venture Studio](#), after 1-year of incubation and an initial investment from [ConsenSys](#).

Unlike other prediction markets built on Ethereum, Helena will be selective in choosing “Insight Providers” to participate in the prediction markets. For example, Insight Providers can predict the total capacity of the Bitcoin Lightning Network in BTC by a specific date, or even vote on a prediction about whether or not Dr. Craig Wright will testify under oath stating he is Satoshi.

Helena is inviting active crypto Twitter users, research analysts, and industry enthusiasts to [sign up](#) to become a Helena Insight Provider and participate in blockchain prediction markets for a chance to earn rewards on informed, accurate predictions. Participants will be asked to provide an email address, Twitter or LinkedIn handle, and a [MetaMask](#) wallet address. Once enrolled, Helena will whitelist the account within 24 hours and send 2000 Proton (P+) tokens for participating in prediction markets. P+ tokens are zero-value nontransferable tokens used to track performance in markets — essentially reputation tokens.

Insight Providers will be rewarded on a monthly basis depending on their performance. For example, top performers each month will be ranked and rewarded in DAI or Ether from a bounty pool, which will be funded by Helena initially, but in the future through subscription fees from customers seeking real-time analysis on token projects and events. Insight Providers will also be able to build a reputation score for accurate predictions over time, using it to provide real credibility to the analysts and crypto commentariat.

In addition, any Insight Provider, crypto enthusiast, or crypto follower can [suggest](#) markets related to blockchain and crypto technology, regulatory, and business events. The Helena team will be selecting the most interesting and popular topics and including them on the platform.

Mark Ziade, Founder of Helena said, “The idea underlying Helena is a belief that ‘play money’ prediction markets, coupled with diligent participant curation, will enable the delivery of real-time quantified fundamental insights to investors. Crypto Twitter has been essential for the crypto community to discuss, debate and share insights, but never before have we been able to truly measure the accuracy and enduring insight of these predictions.”

As Immanuel Kant put it, “The usual touchstone of whether what someone asserts is mere persuasion or at least a subjective conviction, i.e., firm belief, is betting. Often someone pronounces his propositions with such confident and inflexible defiance that he seems to have entirely laid aside all concern for error. A bet disconcerts him. Sometimes he reveals that he is persuaded enough for one ducat but not for ten.”

Helena sees a near future where prediction markets are used to harness the wisdom of professionals all around the globe to effectively educate and enlighten the individuals on Web3. With Helena, if you believe it, predict it.

If you have any questions, comments, or feedback, please reach out to us via email at [helena.network@helena.network](mailto:helena.network@helena.network) or [Twitter](#). You can also check out our [Frequently Asked Questions](#).

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### **About Helena**

[Helena](#) is a global platform delivering real-time forecasts on fundamental blockchain events and trends, using prediction markets. Forecasts cover blockchain business, technology and legal topics. Helena’s mission is to provide a simple way for investors to stay up-to-date and make the best decisions. Helena was incubated at [ConsenSys](#).

### **About ConsenSys**

ConsenSys is transforming our present digital architecture toward a more open, inclusive, and secure internet of value, commonly called Web3. With a more trustworthy internet architecture, we are helping enterprises and governments unlock new business models and value, gain efficiencies through a shared IT infrastructure, and utilize modern cryptographic methods to safeguard private user data. We accomplish this through our unique global business developing Ethereum blockchain, comprised of a startup incubator, [Enterprise Ethereum consulting](#) arm, and [investment fund](#).