

Heartland Digital Asset Exchange (#HDAX) Brings Global Blockchain Finance to the Heartland

Kansas City, MO — August 23rd, 2025 — On **September 9, 2025**, Kansas City will host the inaugural **Heartland Digital Asset Exchange (#HDAX)** — a highly curated, investor-focused summit that connects global leaders in blockchain and digital finance with Heartland-based family offices, institutional investors, and capital allocators.

“HDAX isn’t about trends — it’s about trusted access,” said **Heidi Lehmann**, Founder of KC Futures DAO and Chair of Kansas City TIGER 21 Group 02.

“We’re creating a credible, high-trust environment for capital allocators to explore compliant blockchain finance — grounded in education, regulation, and strategy.”

Built for the Future of Compliant Capital Allocation

With tokenized assets projected to reach **\$16 trillion by 2030** (Boston Consulting Group), institutional interest is accelerating. From **BlackRock**, **Fidelity**, and **Franklin Templeton** launching digital asset funds to **PayPal**, **Amazon**, and **Fiserv** advancing stablecoin adoption — blockchain finance is entering the mainstream.

Momentum is also building in Washington, with bipartisan progress on key legislation such as:

- **FIT21 Act**
- **Clarity for Payment Stablecoins Act**
- **GENESIS Act**

These developments signal a maturing policy environment for compliant digital asset innovation.

Curated Insights from Global Leaders

HDAX will feature leading voices from:

- **Coinbase**
- **Fidelity Labs**
- **Deloitte**
- **TIGER 21**

The summit is designed to demystify tokenized finance, highlight compliant structures, and offer actionable frameworks for investors navigating digital infrastructure and blockchain-based private credit.

Fireside Chat with Esther George

Opening the summit, **Esther George**, former President and CEO of the Kansas City Federal Reserve and Heartland native, will headline a Fireside Chat exploring regional economic resilience and the evolving landscape of monetary policy and innovation.

Real Estate, Bitcoin, and the Future of Wealth Management with Grant Cardone

Grant Cardone will take the stage to discuss how real estate and bitcoin are converging, bringing a high-profile perspective on new wealth strategies at the intersection of hard assets and blockchain.

Event Details

Hosted in **historic downtown Kansas City** HDAX includes:

- **Private Investor Breakfast** (invite-only) at **The Phoenix** a former speakeasy and brothel which hosted gangsters to dignitaries
- **Main Sessions** on digital assets, regulation, and tokenization strategies
- **Curated Afterparty** also at **The Phoenix** — one of Kansas City's most iconic live music venues

Produced by KC Digital Drive and KC Futures DAO

"We're seeing increased blockchain activity across freight, energy, agriculture, and supply chains," said **Jim Starcev**, Program Manager at KC Digital Drive and Founding Team Member of KC Futures DAO.

"HDAX gives regional innovators a rare opportunity to plug into global capital conversations around digital compliance and infrastructure."

Fintech TV Coverage

Fintech TV will provide exclusive pre-event coverage from the **New York Stock Exchange**, followed by on-site reporting during the summit in Kansas City.

TIGER 21 & the Investor Lens

HDAX also reflects the growing influence of **TIGER 21** in Kansas City, one of its fastest-growing new markets. With over **\$6 billion** allocated to digital assets by Members, TIGER 21 brings a serious capital lens to the rapidly evolving digital finance landscape. Each TIGER 21 Group operates as a personal board of directors, offering Members a confidential forum to refine investment strategies and explore a broad range of topics from estate planning and philanthropy to health, purpose and family dynamics.

Kansas City's two TIGER 21 Groups are chaired by **Joe Kessinger (Group 01)** and **Heidi Lehmann (Group 02)**.

"With billions flowing into ETFs, stablecoins, and tokenized funds, allocators need more than access — they need understanding," said Lehmann.

"HDAX equips investors with clear insights into what's real, what's regulated, and what's ready for capital today."

Sponsors

Polsinelli, a Kansas City-based national law firm recognized for its leadership in blockchain regulation and compliance, is a foundational sponsor of HDAX. Their expertise ensures that investor conversations are anchored in regulatory clarity — a core pillar of the event.

Stellar Forge Mining, a rapidly scaling infrastructure company, is also a foundational sponsor. By building high-performance AI and Bitcoin hosting capacity in the Heartland, Stellar Forge represents the kind of frontier infrastructure that HDAX was created to showcase.

Other sponsors include Mariner Wealth Advisors, Collaborative Capital, UMKC Venture Studio, Nationwide Equipment Transportation, and Bulla Network, each playing a vital role in shaping the future of blockchain-enabled infrastructure, investment, and innovation.

Attendance is invite-only and space is limited.

To inquire about **sponsorships, speaking, or attending as an accredited investor**, please visit:

Luma Registration: <https://lu.ma/2w4oqxtq> or contact heidi.e.lehmann@gmail.com.

Revisions in Bold

As Kansas City's rise as a Midwest blockchain hub continues, a new investor-focused summit is set to bring global blockchain and digital finance leaders to the region next month. The aim: Connect major players in the rapidly maturing sector with Heartland-based investors.

The inaugural Heartland Digital Asset Exchange (HDAX) is planned for Sept. 9 at the **Magnolia Event and Garden Venue** in historic downtown Kansas City. The gathering is produced by KC Digital Drive and KC Futures DAO, with support from TIGER 21, a network of high-net-worth investors.

"HDAX isn't about trends — it's about trusted access," said Heidi Lehmann, co-founder of KC Futures DAO and chair of Kansas City TIGER 21 Group 02.

"We're creating a credible, high-trust environment for capital allocators to explore compliant blockchain finance — grounded in education, regulation and strategy," she added.

Compliant finance in focus

Institutional interest in tokenized assets is accelerating, with Boston Consulting Group projecting the sector could reach \$16 trillion by 2030. Recent moves by firms including BlackRock, Fidelity and Franklin Templeton — alongside payments players such as PayPal, Amazon and Fiserv — highlight blockchain's push into the mainstream.

Washington is also signaling momentum, with bipartisan support building around key legislation such as the FIT21 Act, the Clarity for Payment Stablecoins Act and the GENESIS Act. Organizers say HDAX is designed to help investors cut through the noise, with an emphasis on compliant structures and actionable frameworks.

"With billions flowing into ETFs, stablecoins, and tokenized funds, allocators need more than access — they need understanding," Lehmann said. "HDAX equips investors with clear insights into what's real, what's regulated, and what's ready for capital today."

!Jim Starcev, KC Digital Drive, speaks during the 2025 Innovation Festival; photo by Nikki Overfelt Chifalu, Startland News]

On the agenda

The summit is set to feature leaders from Coinbase, Fidelity Labs, Deloitte, TIGER 21 and others. Sessions are expected to explore tokenization strategies, digital infrastructure and blockchain-based private credit.

A fireside chat with Esther George, former president and CEO of the Federal Reserve Bank of Kansas City and current board chair of the Ewing Marion Kauffman Foundation, will open the event. George is expected to discuss regional economic resilience and the evolving landscape of monetary policy and innovation.

Grant Cardone will take the stage to discuss how real estate and bitcoin are converging, bringing a high-profile perspective on new wealth strategies at the intersection of hard assets and blockchain."

Specific happenings of note:

- Private investor breakfast (invite-only) at **The Phoenix**
- Main sessions on digital assets, regulation and tokenization strategies
- Curated afterparty at The Phoenix, one of Kansas City's most iconic live music venues

The event is designed to tap into the buzz Kansas City is generating across its diverse sectors, said Jim Starcev, program manager at KC Digital Drive and a founding team member of KC Futures DAO.

"We're seeing increased blockchain activity across freight, energy, agriculture and supply chains," he explained. "HDAX gives regional innovators a rare opportunity to plug into global capital conversations around digital compliance and infrastructure."

Investor lens

Organizers say the summit also reflects the growing role of TIGER 21 in Kansas City, one of the network's fastest-growing new markets. Members of TIGER 21 have already allocated more than \$6 billion to digital assets globally.

Each group operates as a personal board of directors, offering members a confidential forum to refine investment strategies and discuss a broad range of topics, from estate planning and philanthropy to health, purpose and family dynamics.

Kansas City's two TIGER 21 groups are chaired by Lehmann and Joe Kessinger.

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Attendance for the summit is invite-only and space is limited. To inquire about sponsorships, speaking or attending as an accredited investor, those interested are asked to visit Heartland

Digital Asset Exchange and/or their Luma Registration, or contact Lehmann via email. Additionally, Fintech TV is scheduled to provide coverage ahead of the summit from the New York Stock Exchange and on-site in Kansas City.

For more information, visit [KC Futures DAO's HDAX site](#) or the [event registration page](#).