

DUBAI, UNITED ARAB EMIRATES

Matthias Mende

Founder & CEO, **bonuz** · Co-Founder, Dubai Blockchain Center

Building the human layer of the internet.

Matthias Mende is a technology entrepreneur who has spent his life building. He started his first venture at nine, was trading online by fifteen, and has called Dubai home since 2007, when he shipped a customised Mercedes to the city and then followed it. He has not stopped since.

For fourteen years he ran **MEMMOS**, a marketing and growth advisory firm he founded in Dubai, serving leading hospitality and lifestyle brands across the UAE. It taught him how businesses actually grow, and how to earn the trust of people who can choose anyone.

In 2016 he read the Bitcoin whitepaper and never looked back. He co-founded the **Dubai Blockchain Center**, inaugurated by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Ruler of Dubai, and served as Chief Strategy Officer at Block Gemini, where his work was honoured as Best Blockchain Innovation of the Year in London.

In 2021 he founded **bonuz**, the work he now devotes himself to almost entirely. **bonuz** is a self-custodial, self-sovereign Web3 ecosystem built to give people genuine ownership of their identity and assets with a single click. Matthias believes self-custody and self-sovereignty are a human right, and he has built the company with that conviction, bootstrapping through lean years and, at one point, selling his own car to meet payroll. In 2024 **bonuz** launched on mainnet, earning a flawless 10/10 security audit from Hacken. That same year, Matthias was named **Binance Creator of the Year**.

What distinguishes Matthias today is that he builds with his own hands. After two decades of founding and leading companies, he taught himself to code, and now ships production software himself, working hands-on across **bonuz**'s stack, from core infrastructure to the products and integrations built on top of it. He is an operator who became an engineer, as comfortable with a product roadmap as with a codebase.

“Self-custody and self-sovereignty should be a human right. Now people can actually have it, with one click. That is more than a business.”

MATTHIAS MENDE



Career & Recognition

A selected record of the work, the milestones, and the recognition behind it. Built over two decades, focused today on bonuz.

SELECTED MILESTONES

2007	Settles in Dubai, the home base for everything that follows.
2011	Founds MEMMOS , a marketing and growth advisory firm serving leading UAE hospitality and lifestyle brands.
2016	Discovers the Bitcoin whitepaper. Everything changes.
2018	Co-founds the Dubai Blockchain Center ; Chief Strategy Officer at Block Gemini; Best Blockchain Innovation of the Year, London.
2021	Founds bonuz , a self-custodial, self-sovereign Web3 ecosystem.
2024	bonuz launches on mainnet, earning a flawless 10/10 security audit from Hacken. Mende is named Binance Creator of the Year .
2025	Binance Industry Advocate , ranked No. 5 of the Top 10. Middle East KOL of the Year, Token2049.
2026	Scaling bonuz across new verticals and building daily, including new ways to expand BTX , the first wallet integrated into bonuz.

AWARDS & RECOGNITION

Binance Creator of the Year

2024 · Binance Blockchain Week, Dubai

Binance Industry Advocate

2025 · No. 5 of the Top 10 · Binance Top 100

Middle East KOL of the Year

2025 · Token2049

Best Upcoming Blockchain Innovation

2022 · Gulf News Web3 Awards

Best Blockchain Innovation of the Year

2018 · CC-Forum, London

Judge, Middle East Blockchain Awards

2025 · MEBA & Brand Me Summit

ROLES & AFFILIATIONS

Founder & CEO, bonuz

2021 – present

Co-Founder & Advisor, Dubai Blockchain Center

2018 – present

Founder, MEMMOS

2011 – 2025

Contributing Author, Thrive Global

2019 – 2023 · by invitation of Arianna Huffington

Strategic Advisor, Unit Network

2020 – 2022

SPEAKING · SELECTED STAGES

Satoshi Roundtable · Consensus Hong Kong · Token2049 · EthCC · Binance Blockchain Week · Blockchain Life, Moscow & Dubai · AIBC Summit, Malta & Dubai · Future Blockchain Summit Dubai · Web3 Summit · MENA Blockchain Week · CC-Forum London · DSRPTD Summit · Camp Decentral, Burning Man · Global Cryptocurrency Summit · Romania Blockchain Summit · Smart Rebel Convention, Frankfurt