

Hugo McDonaugh



Long Bio

Born and raised in the UK, Hugo is an entrepreneur and a co-founder of Perpetual Altruism Ltd, the company behind the Cryptograph, GBM and myNFT platforms. After graduating from the University Of Warwick in 2013 with a degree in Ancient History and Classical Archaeology, he then went on to work in the wealth management department at the C.Hoare & Co. bank in London. He then went on to complete a MSc in Innovation, Entrepreneurship and Management at the Imperial College Business School

After the masters, Hugo spent a couple of years building a technology business in the real estate sector, specifically working with virtual reality and big data technologies, before then setting out to start building Perpetual Altruism in 2018.

Hugo has been a keen follower and proponent of blockchain technology since first discovering Bitcoin in 2012 alongside his older brother George McDonaugh (now CEO of KR1 plc). In 2014 after discovering Ethereum Hugo started to get much more interested in the blockchain space and has dipped his toes into many different verticals across the cryptosphere since then. He advises a wide variety of other startups in the space and he is also an avid NFT collector. He also has a background in the impact investment industry and since 2015 he has been an active angel investor across a wide variety of different impact investment ventures and crypto startups. He is the CEO at Perpetual Altruism Ltd and he is also one of the co-inventors of the GBM auction system.

Short Bio

Born and raised in the UK, Hugo is a Web3 entrepreneur and a co-founder and CEO of Perpetual Altruism Ltd, the NFT technology company behind the Cryptograph.com, GBM.auction and myNFT.com platforms.

He has been a keen follower and early proponent of blockchain technology since 2013 and he has dipped his toes into many different verticals across the cryptosphere since then. Alongside running his startup he advises a wide variety of other startups and founders in the space and he is also an avid NFT collector and an early stage crypto angel investor. He worked in various roles within the traditional banking, real estate and impact investment industries before deciding to dive headfirst into tech entrepreneurship fulltime in 2018 with the co-founding of his NFT technology startup, Perpetual Altruism Ltd.