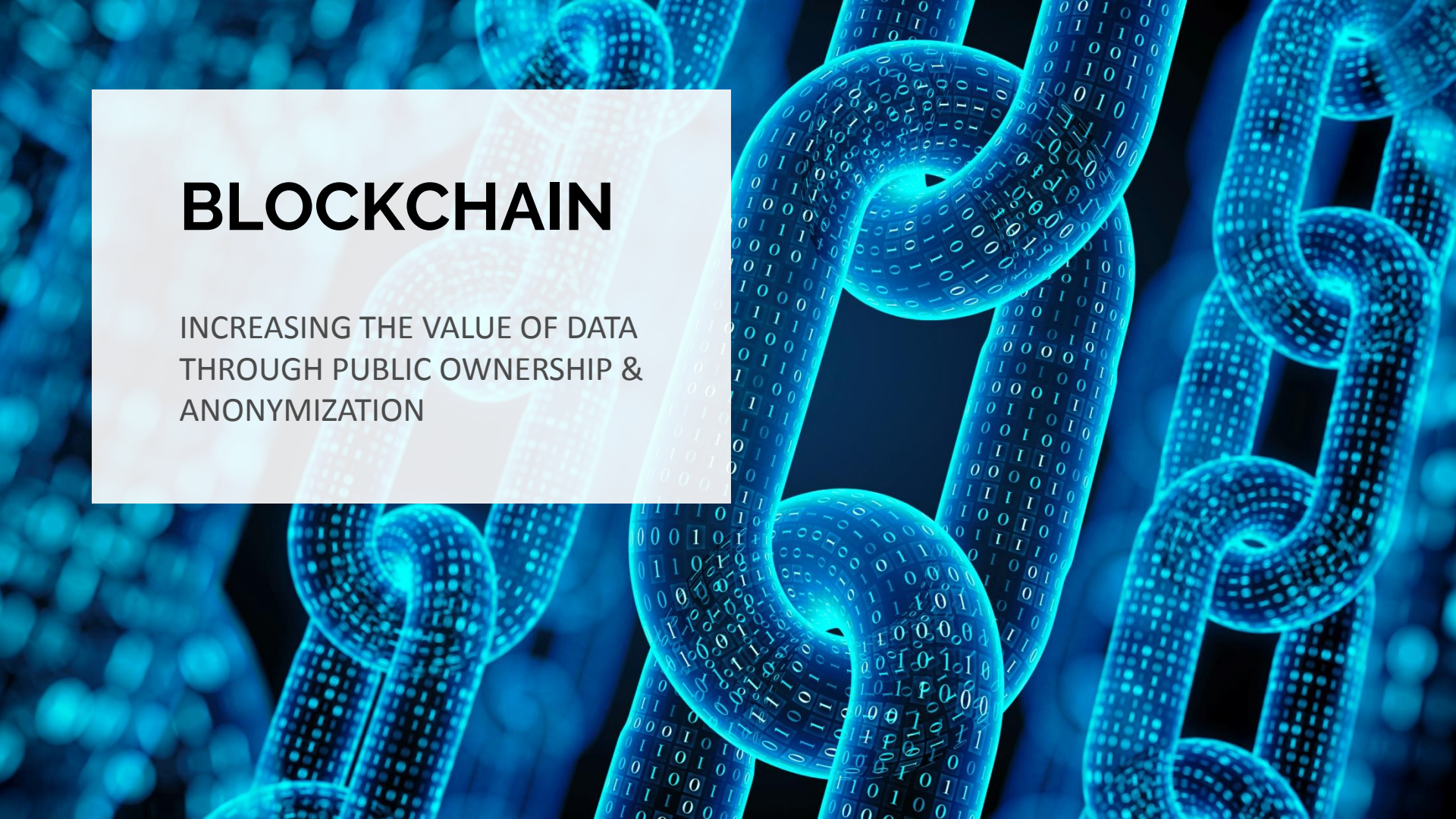# BLOCKCHAIN

INCREASING THE VALUE OF DATA
THROUGH PUBLIC OWNERSHIP &
ANONYMIZATION

WHAT IS BLOCKCHAIN?

WHAT IS BLOCKCHAIN?

A distributed ledger of transactions

An updated record of who owns what

All transactions or data exchanges are open

Although we equate Blockchain with cryptocurrency, this is just the first use case for this technology.

Distributed Ledger Distributed Storage

Vs. centralized storage of data on servers

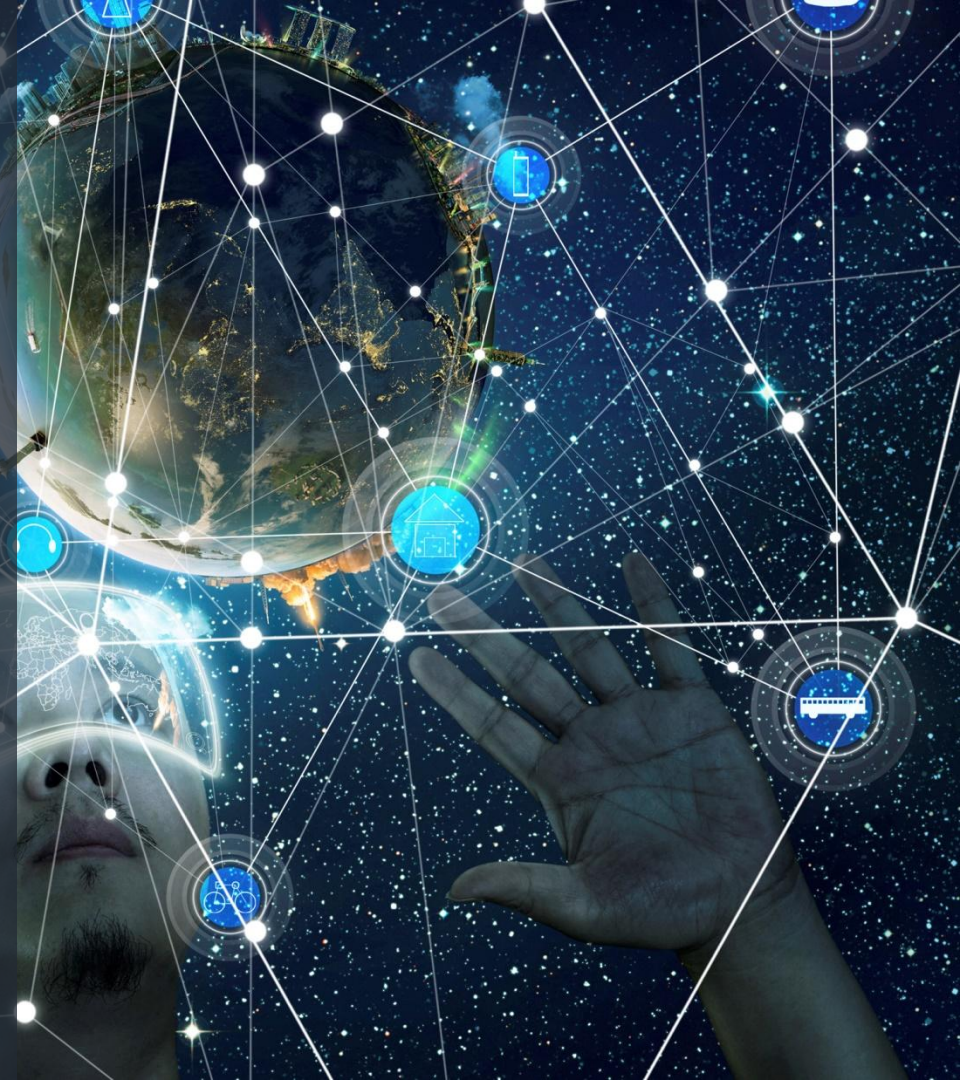Bitcoin's blockchain (mining, nodes..)

The principle of blockchain not just $ transactions

Product origin - ownership or custodianship

WEB 2.0 VS WEB 3.0

Blockchain creates a new generation of internet protocols, networks and internet-based systems, or web 3.0.

Web 3.0 creates a significant shift in terms of data ownership, anonymity and the perception of both.
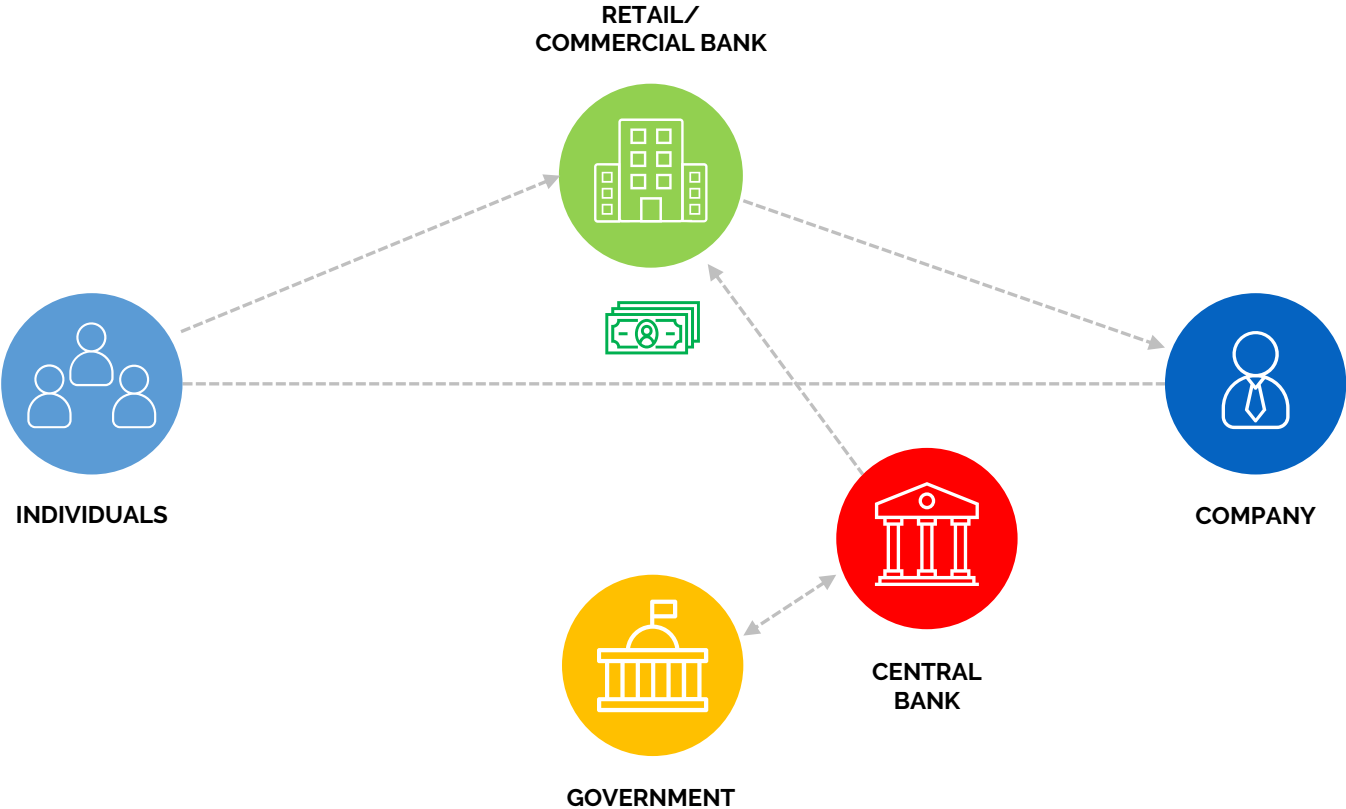
WEB 2.0 vs WEB 3.0

Web 2.0 presents challenges that Web 3.0 solves thanks to blockchain technology and a different approach to the data stored online; can be tampered, trust, profits.

Data ownership and anonymity are probably the most fiercely contested challenges any version of the web presents.
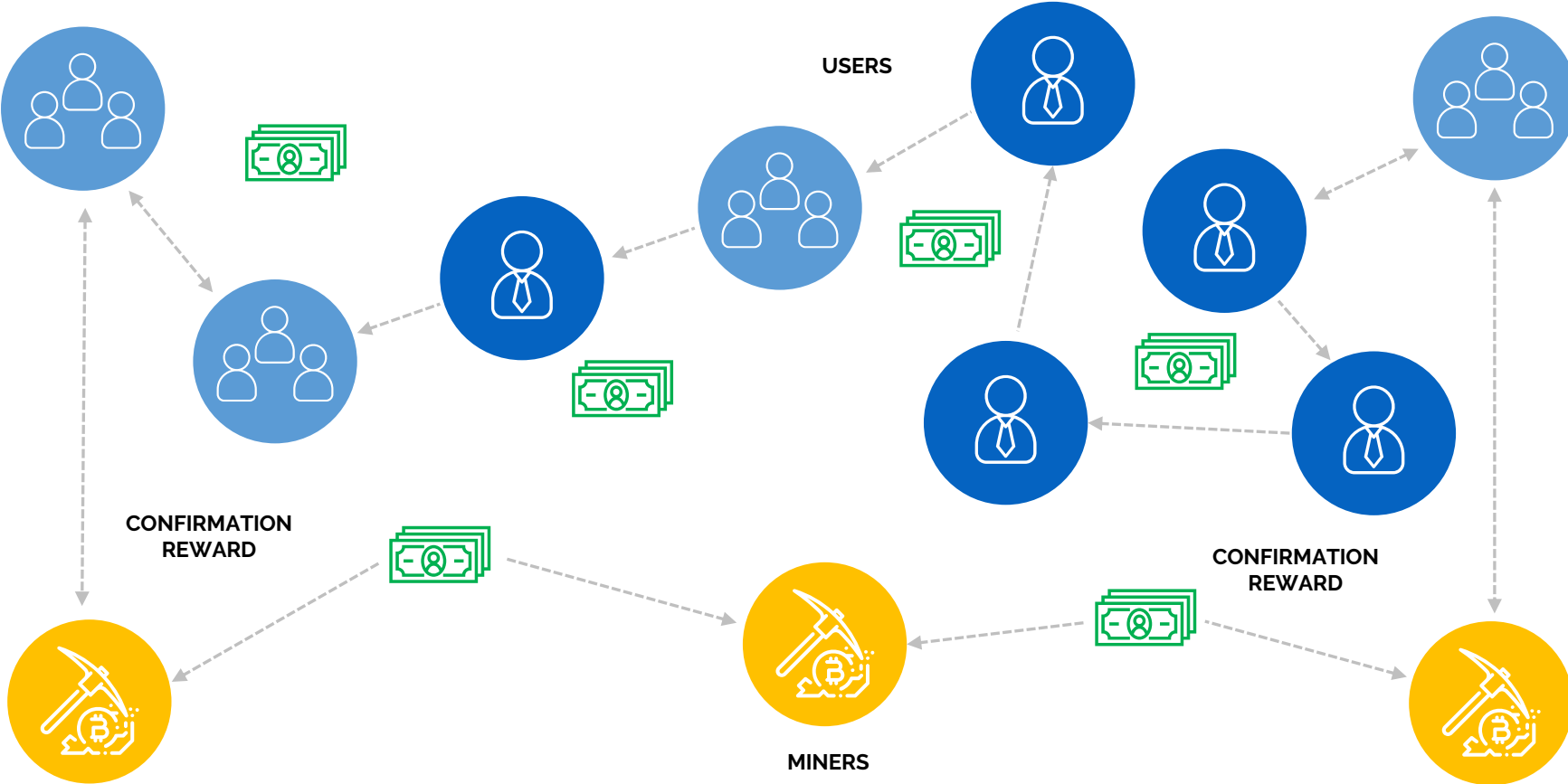
CENTRALIZED SYSTEM: FIAT CURRENCY

WEB 2.0 VS WEB 3.0

DECENTRALIZE & CONQUER!

With blockchain data is distributed, immutable and publicly accessible

"Don't trust. Verify!"

DISTRIBUTED SYSTEMS: BITCOIN

USERS

CONFIRMATION
REWARD

CONFIRMATION
REWARD

MINERS

DATA OWNERSHIP & ANONYMITY

The previous diagram shows how on a distributed network (Bitcoin in this case) data is owned by everyone.

Public vs. private ownership?

- Democratizes access
- Anyone can verify the veracity of the information
- Information uploaded cannot be taken off
- Anonymity in the case of Bitcoin

WEB 2.0 SHOWS HOW IT CAN FALL VICTIM TO CENSORSHIP

Censorship imposes a societal cost – free speech – and an economic cost as well.

Disadvantages Web 2.0that can affect the degree of freedom we have.

Hulk Hogan vs Gawker Media (Peter Thiel)

WEB 3.0 IS CENSORSHIP RESISTANT

Public ownership of data & anonymity actually increase the value of the data.

If Gawker Media were a blockchain-based magazine, it couldn't have ever been shut down.

Anonymity is a valuable tool on the blockchain. The value of data is superior precisely because it is "anonymized".

COVOCATE

HR Services

Covocate is an HR company that specializes in eliminating bias from the hiring process safeguarding the candidate's identity.

Completely eliminates hiring bias based on race, gender and age group.

Candidate's CV and his/her attributes are separated from that candidate's identity.

wHealth

Creating Wealth through Health

———————

Enabling users to monetize health data securely & rewarding healthy behavior with real wealth.

Anonymity plays a key role encouraging users to share, which produces better data sets.

The blockchain system also prevents users from cheating to receive rewards.

WHY SHOULD I CARE?

- Blockchain-based web 3.0 solutions represent an incredible opportunity

- These solutions have the potential to bring unprecedented growth to the economy

- They are also valuable to safeguard democratic principles

QUESTIONS?

THANK YOU!

CryptoCurrencies.com.au

BITCOIN, BLOCKCHAIN & ICOs

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