

Web 3 Overview

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My Bio

- IT Leader in Healthcare
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Web 3 Overview



Building platforms for the next era of the web

The internet continues to evolve. Web 1.0 PC networks connected us online, search browsers gave us access to information, e-commerce sites gave us shopping at the click of a button, and payment gateways gave us a trusted way to transact. Web 2.0 social networks connected us into e-commerce communities, mobile devices gave data to us and about us all the time, cloud algorithms analyzed our data to tell us who to listen to and what to buy, fintech and our data got built into every interaction.

- **Web 3.0 blockchain networks give us connected edge computing, trustless protocols give us community-owned platforms, privacy tech gives us control over data and AI, crypto gives us DeFi natively imbedded into the internet.**

Figure: Evolution of the Web

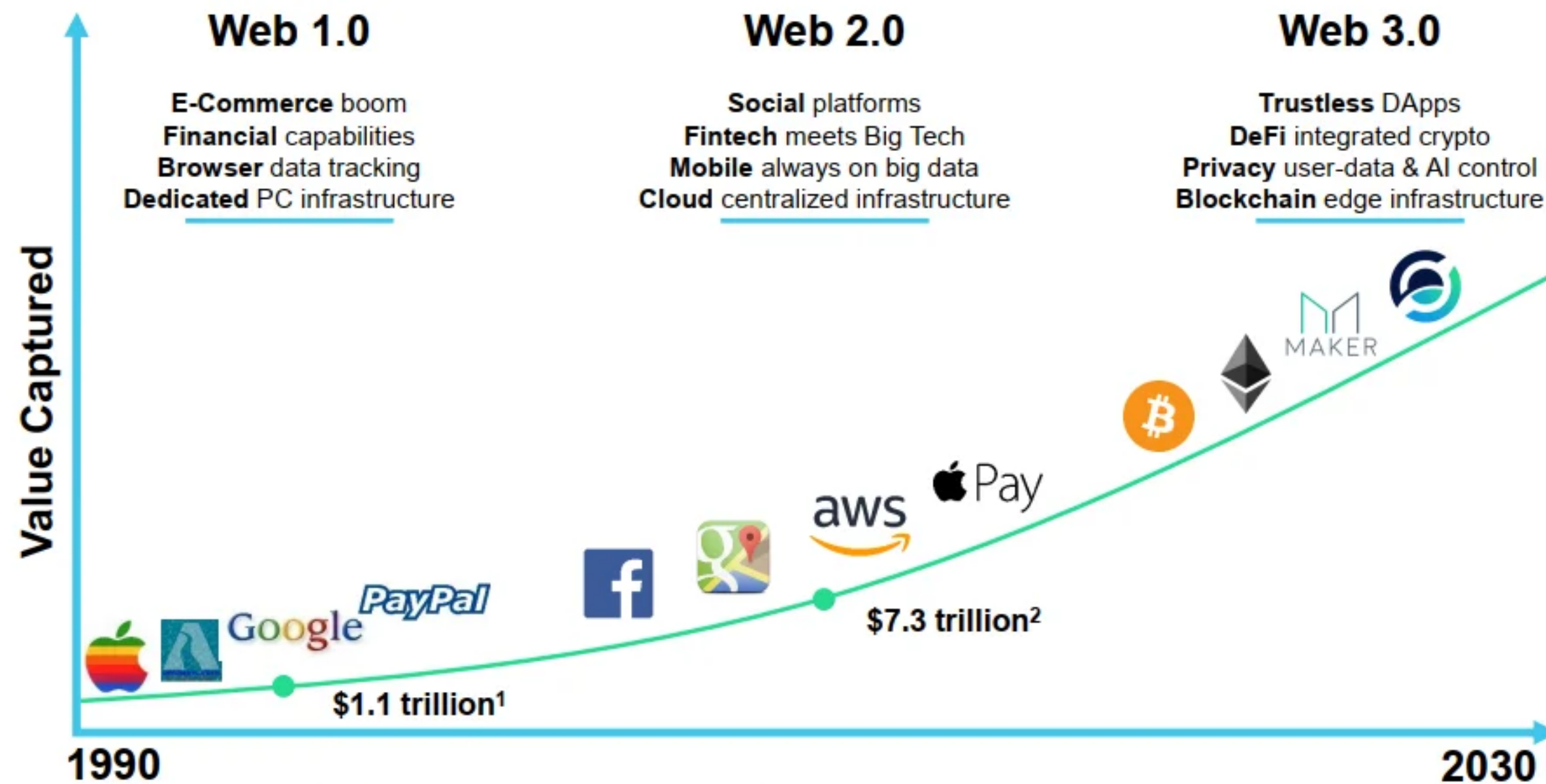
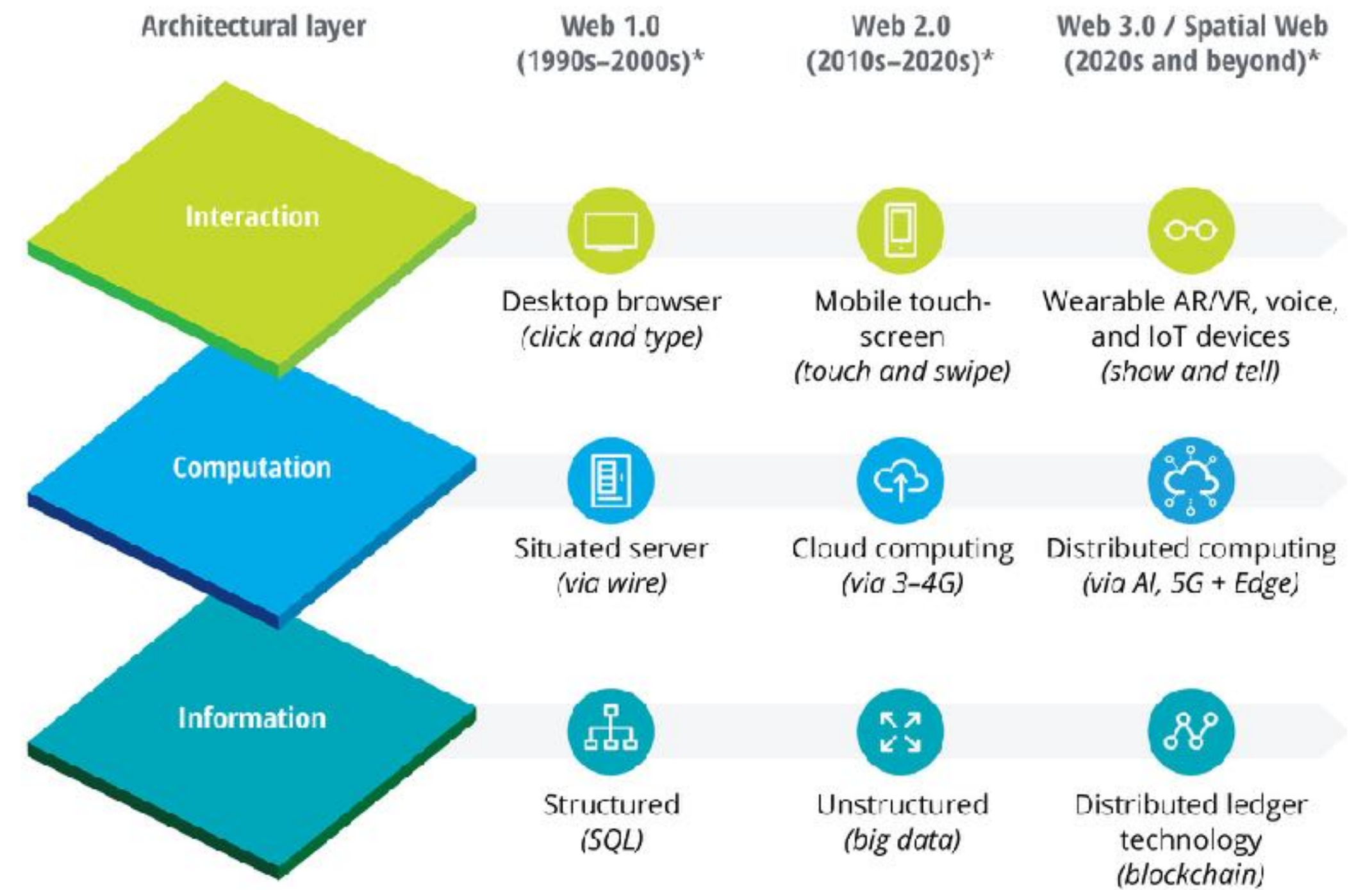


FIGURE 2

Three tiers of IT infrastructure and building the Spatial Web

As the technologies and capabilities that compose and connect IT architecture converge, the Spatial Web will mature. The figure below shows how key enabling technologies drive their respective computing eras.



*Note: Date ranges are approximate and meant for directional purposes only.

Source: Deloitte analysis adapted from Gabriel René and Dan Mapes, *The Spatial Web: How Web 3.0 Will Connect Humans, Machines, and AI to Transform the World* (Amazon, 2019).

Agenda

- Web 3 Drivers/Components
- DAOs
- DeFi
- Stablecoins and CBDCs
- Creator Economy & NFTs
- Blockchain based Games
- Key Challenges and Opportunities
- Talent Landscape
- Future

Web 3 Landscape

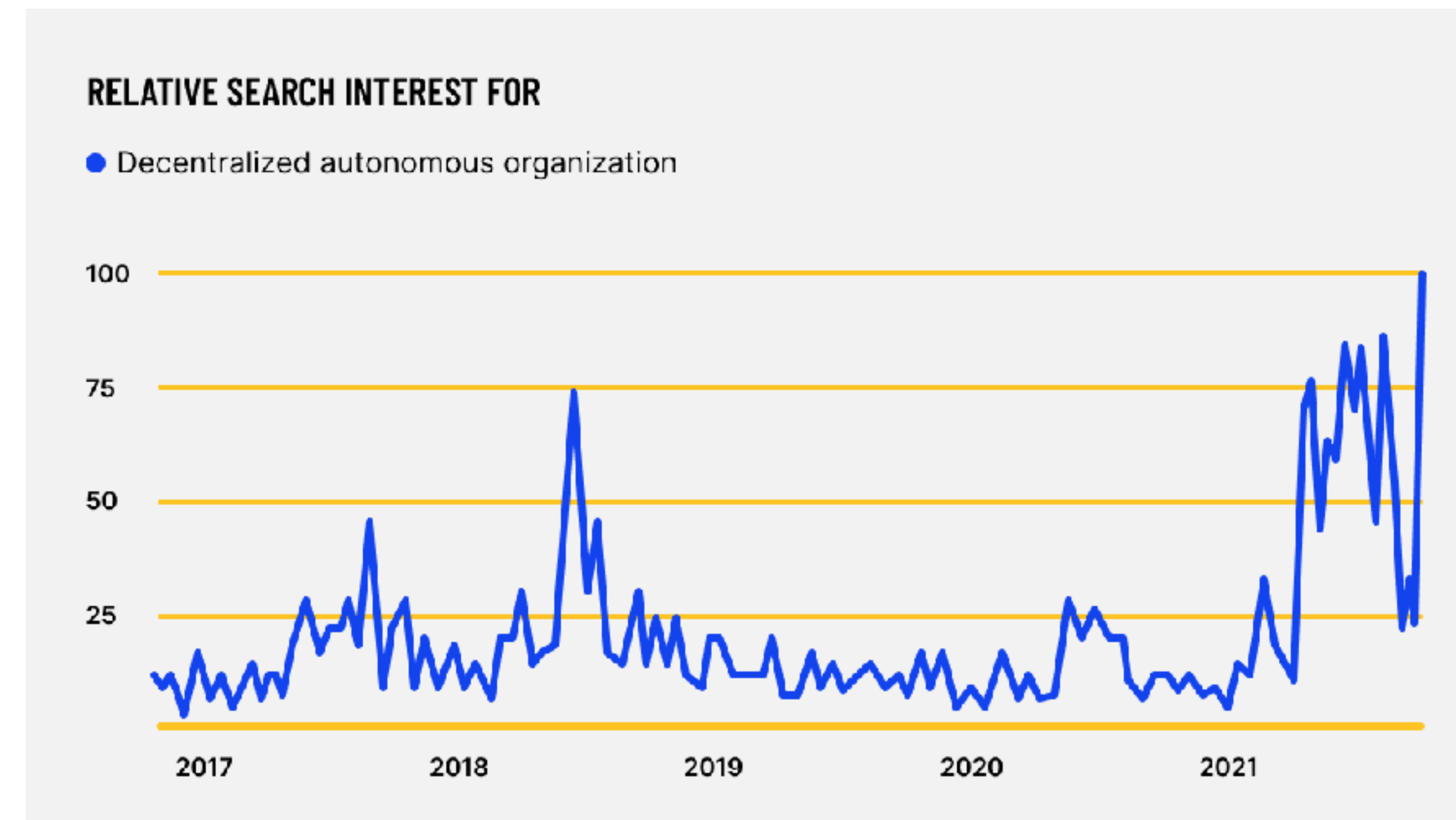
- *“We believe that the next wave of computing innovation - along with entirely new sectors of the economy - will be built on decentralized technology. -Andersson Horowitz (a16z)”*
- Drivers/Components
 - Web3 applications
 - Decentralized Autonomous Organizations (DAOs)
 - Decentralized Finance (DeFi)
 - Stablecoins & Central Bank Digital Currencies (CBDCs)
 - Creator Economy
 - Blockchain Based Games

Web3 Applications

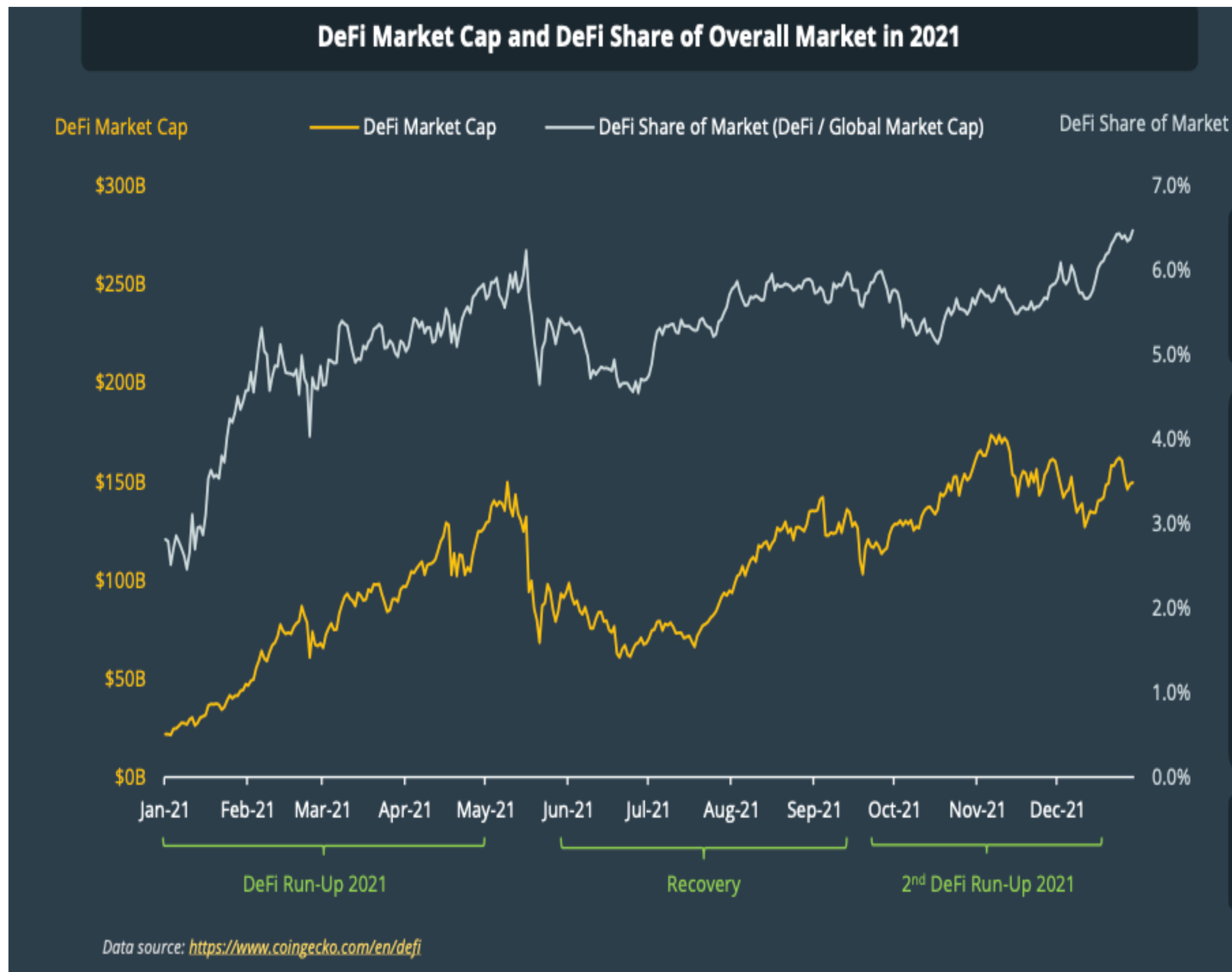
- Communities are incentivized and rewarded for maintaining and developing core infrastructure
- Alternative to broken digital status quo controlled by FANGs
- Failed innovation due to centralized networks, controlling the development and limiting access to outsiders from the companies
- Web3 provides public platforms with Crypto incentives for the communities that build and maintain them.

Decentralized Autonomous Organizations (DAOs)

- Online member-owned communities governed by consensus of their members instead of centralized leadership
 - Decentralized - rules can't be changed by single individual or entity
 - Autonomous - no human intervention but votes tallied and decisions implemented through smart contract (On-chain governance)
 - Organizations - entities that coordinate activities among stakeholders
- Emergent governance model build around transparency and inclusion

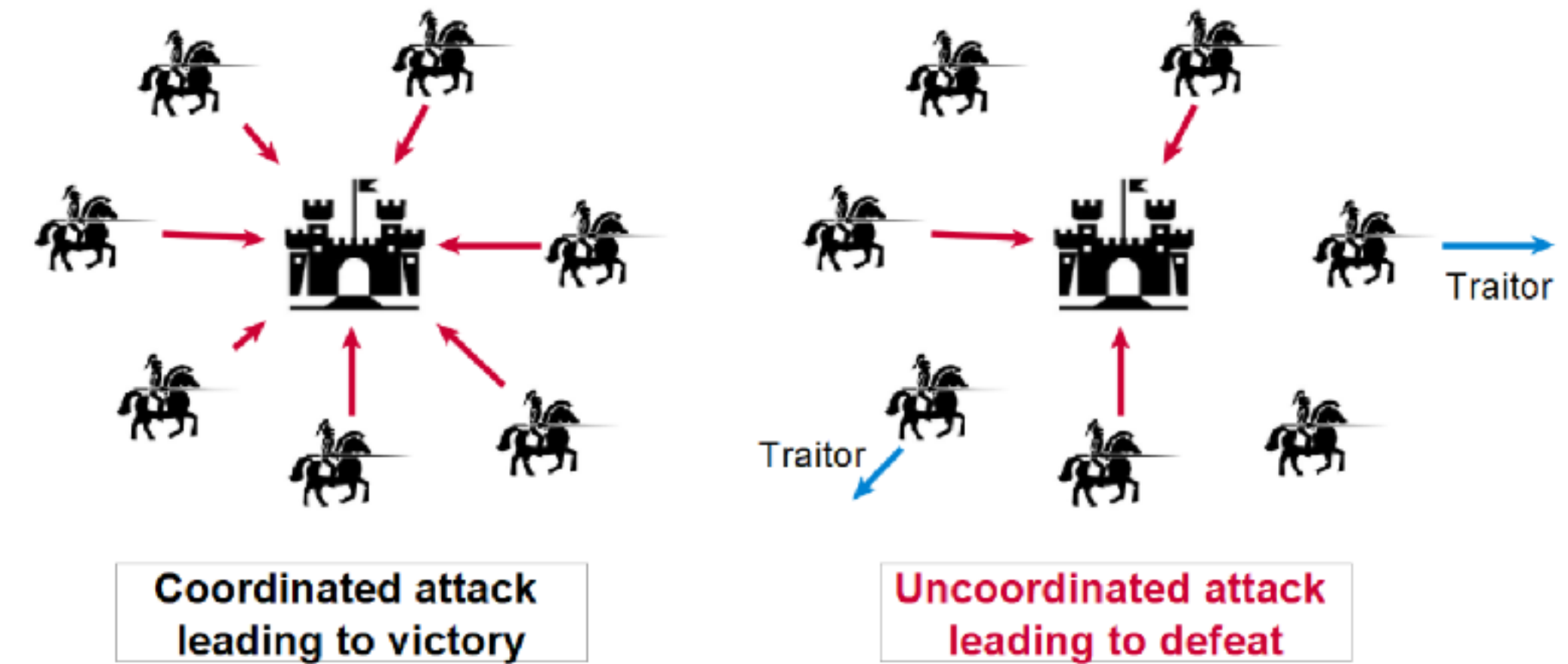
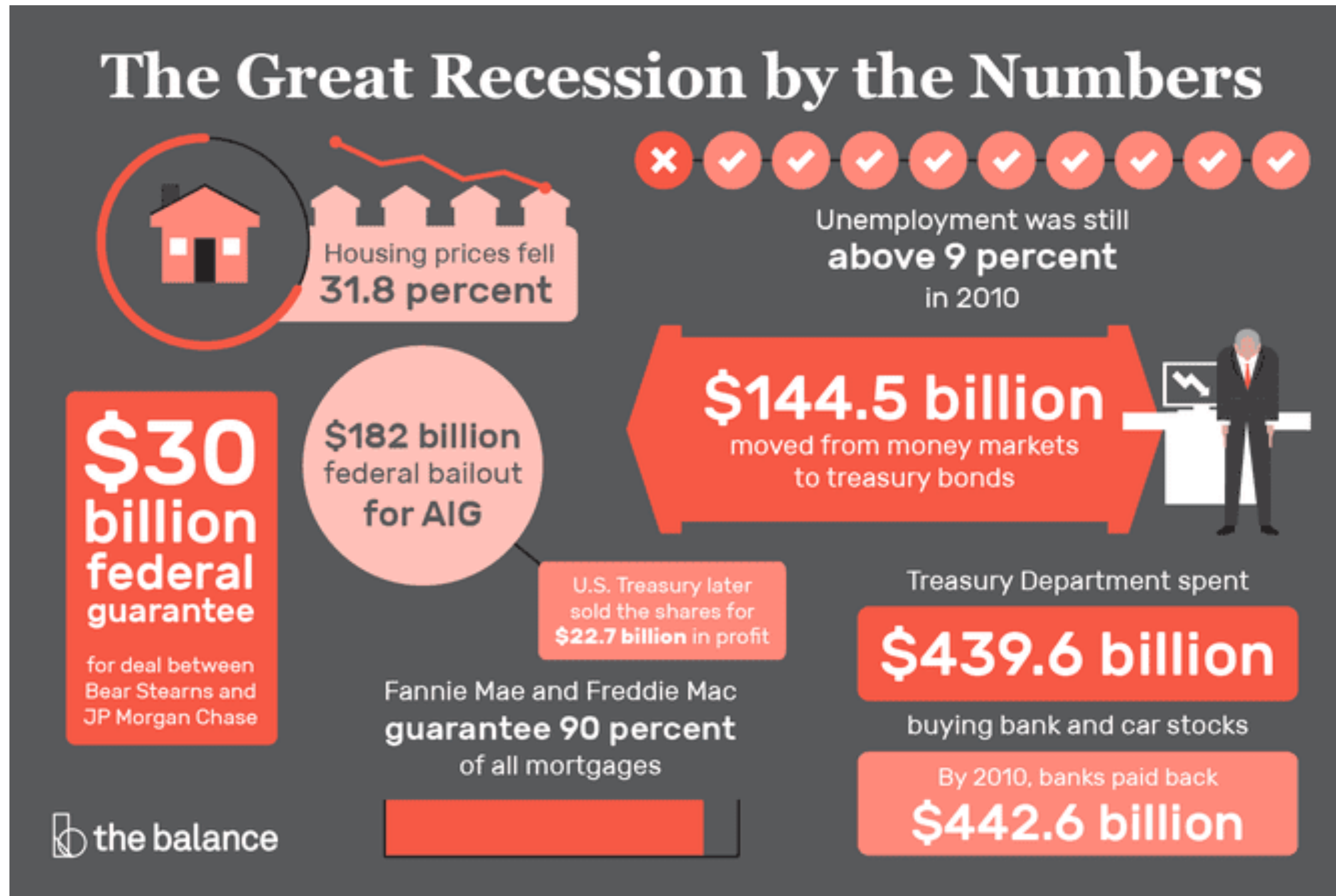


Decentralized Finance (DeFi)



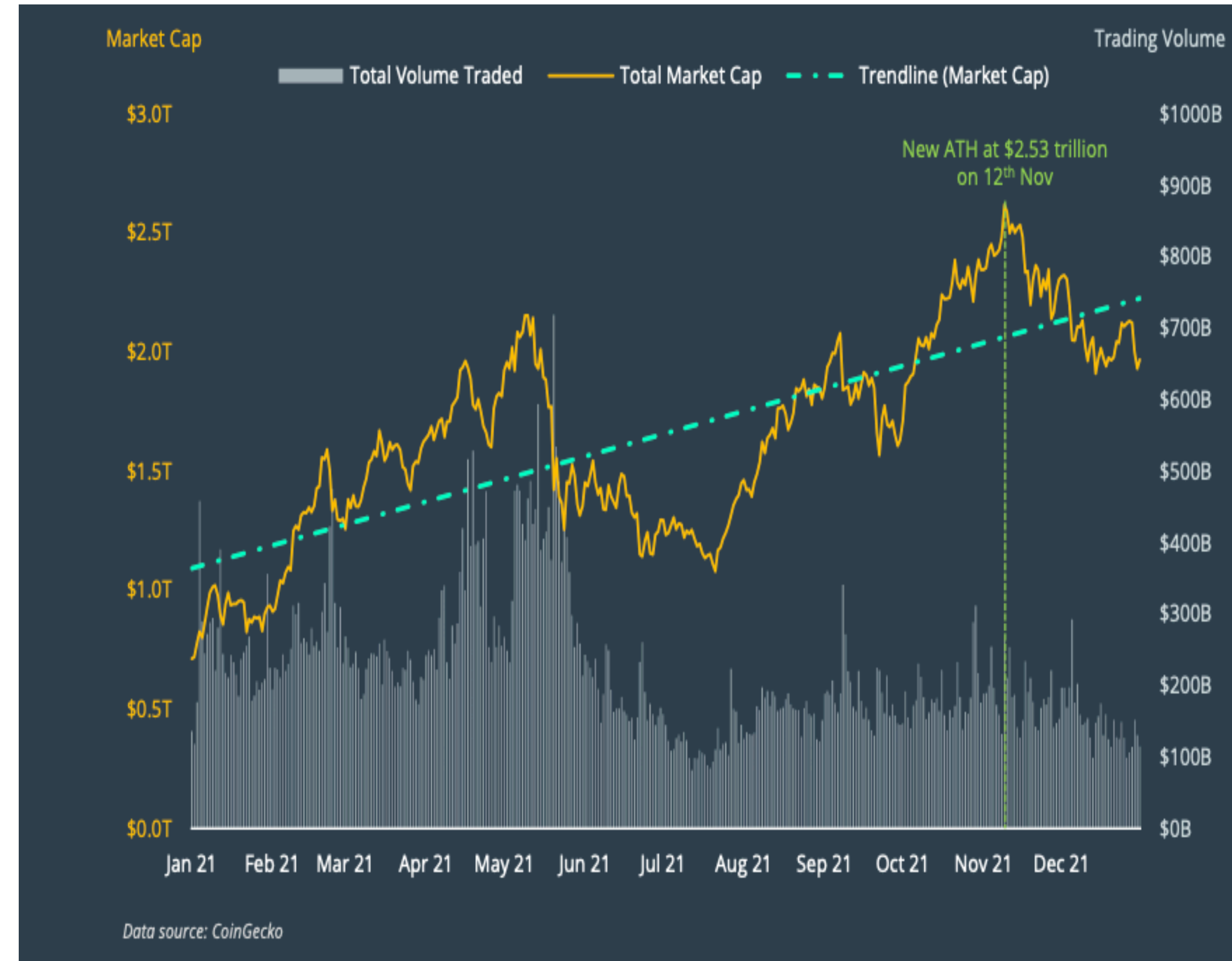
- DeFi - decentralized applications for saving, lending and exchange
- dApps - permanent and open applications written in a series of smart contracts
- Payment blockchains - enable peer-peer digital transactions
- Cryptocurrencies - like money, unit of account, store of value and medium of exchange

How It All Began!

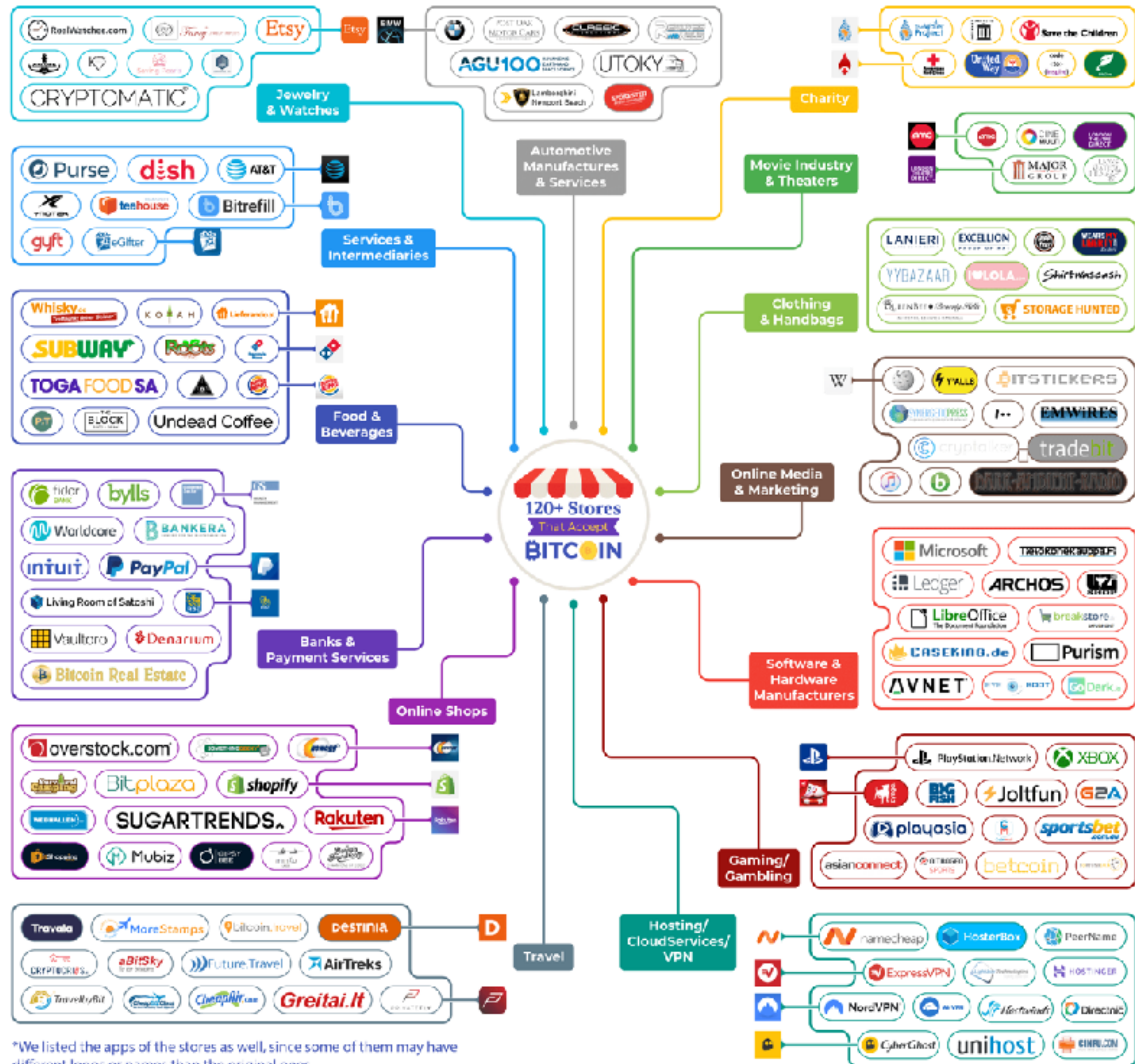


Cryptocurrency

- Digital Currency allowing users to send online payments quickly anywhere in the world without having to go through bank and without any government oversight
- New way to fight corrupt and oppressive governments, as it aims to remove governments from financial transactions completely by anonymously
- Ideally requires nothing more than an Internet connection to start trading cryptocurrency
- Taken financial world by storm due to its underlying technology called blockchain



Why it matters?

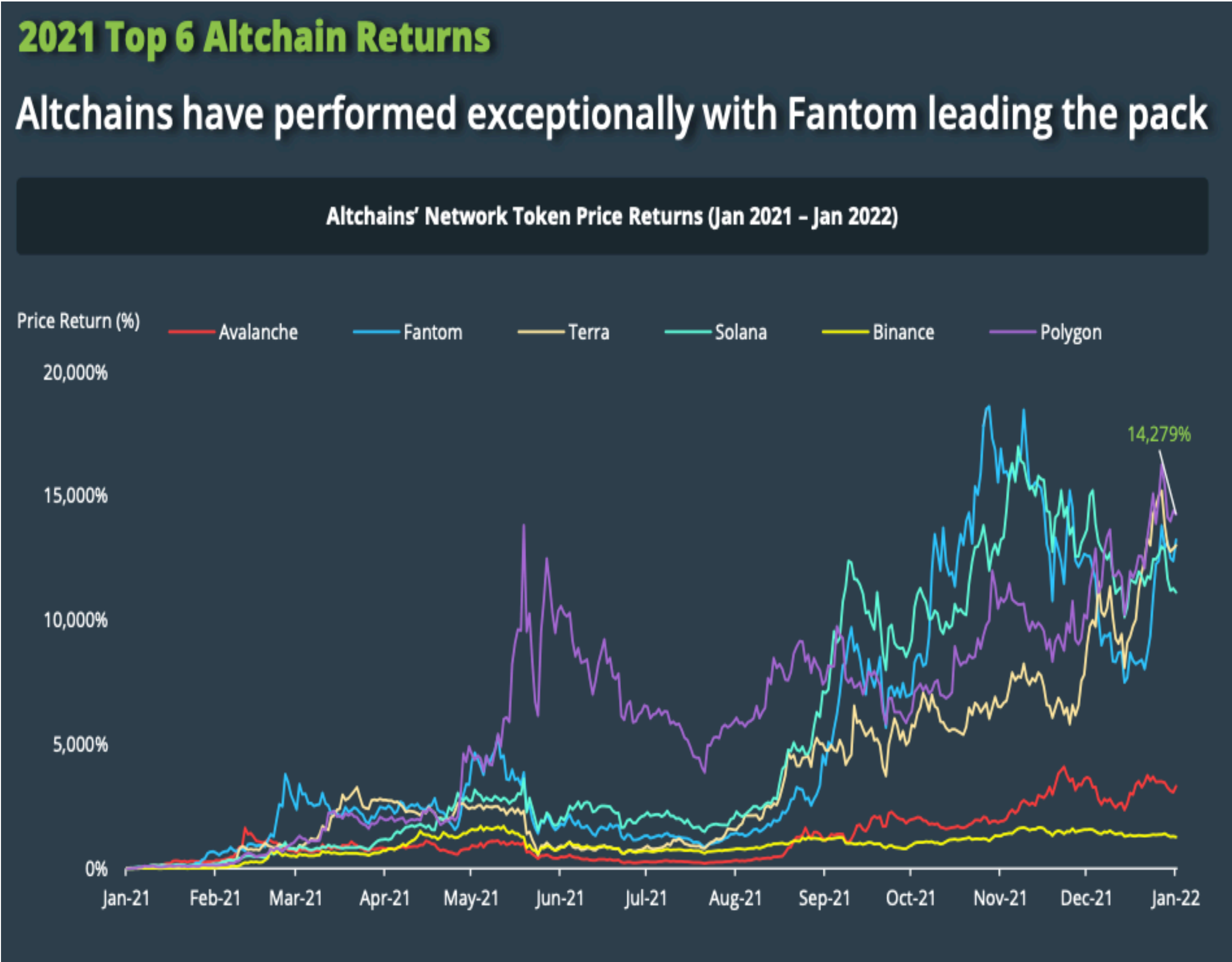
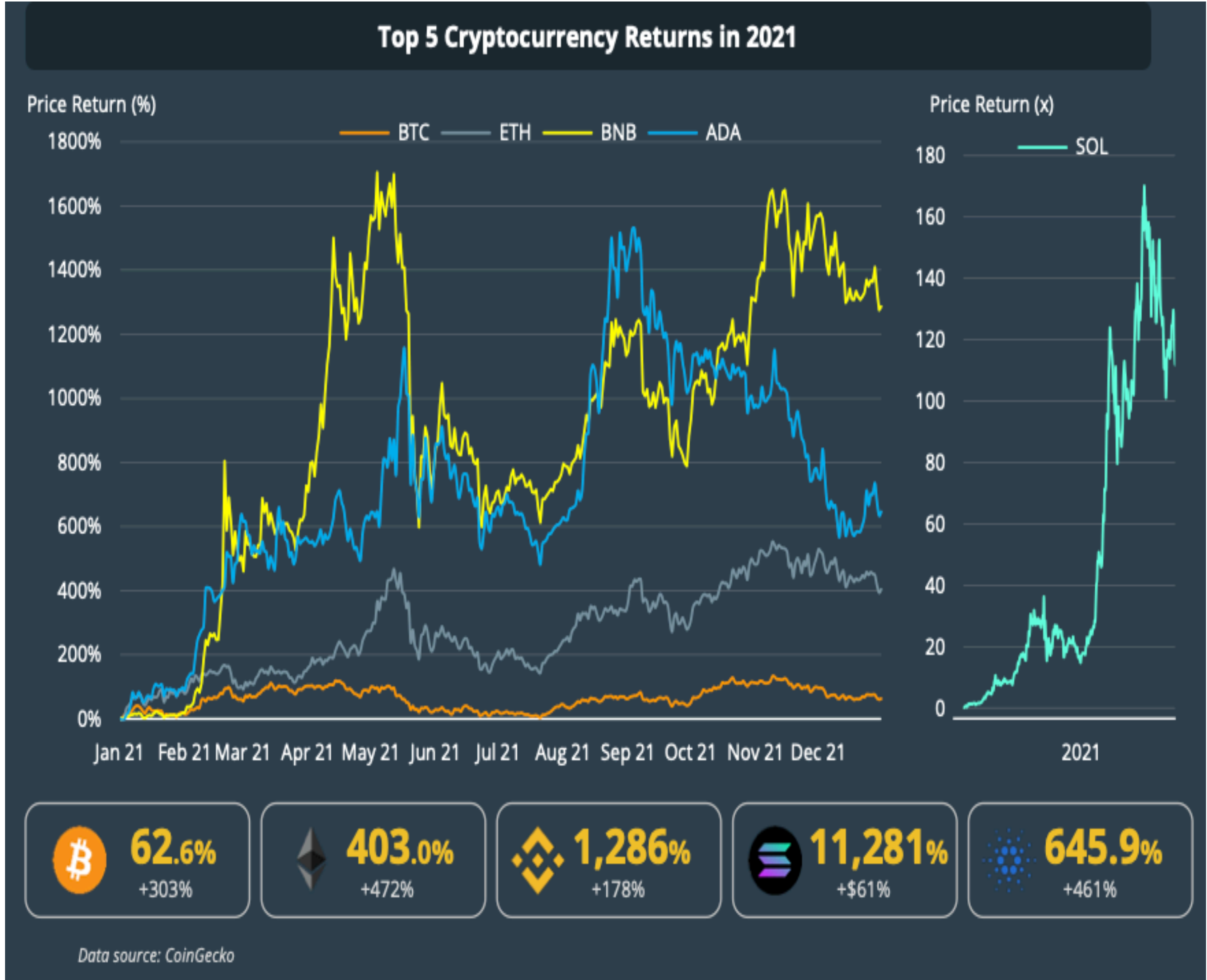


- More and more companies and countries are adopting cryptocurrencies
- Countries including China are introducing their own digital currencies
- Many major brands are beginning to accept cryptocurrency payments

Why Crypto and Blockchains Matter

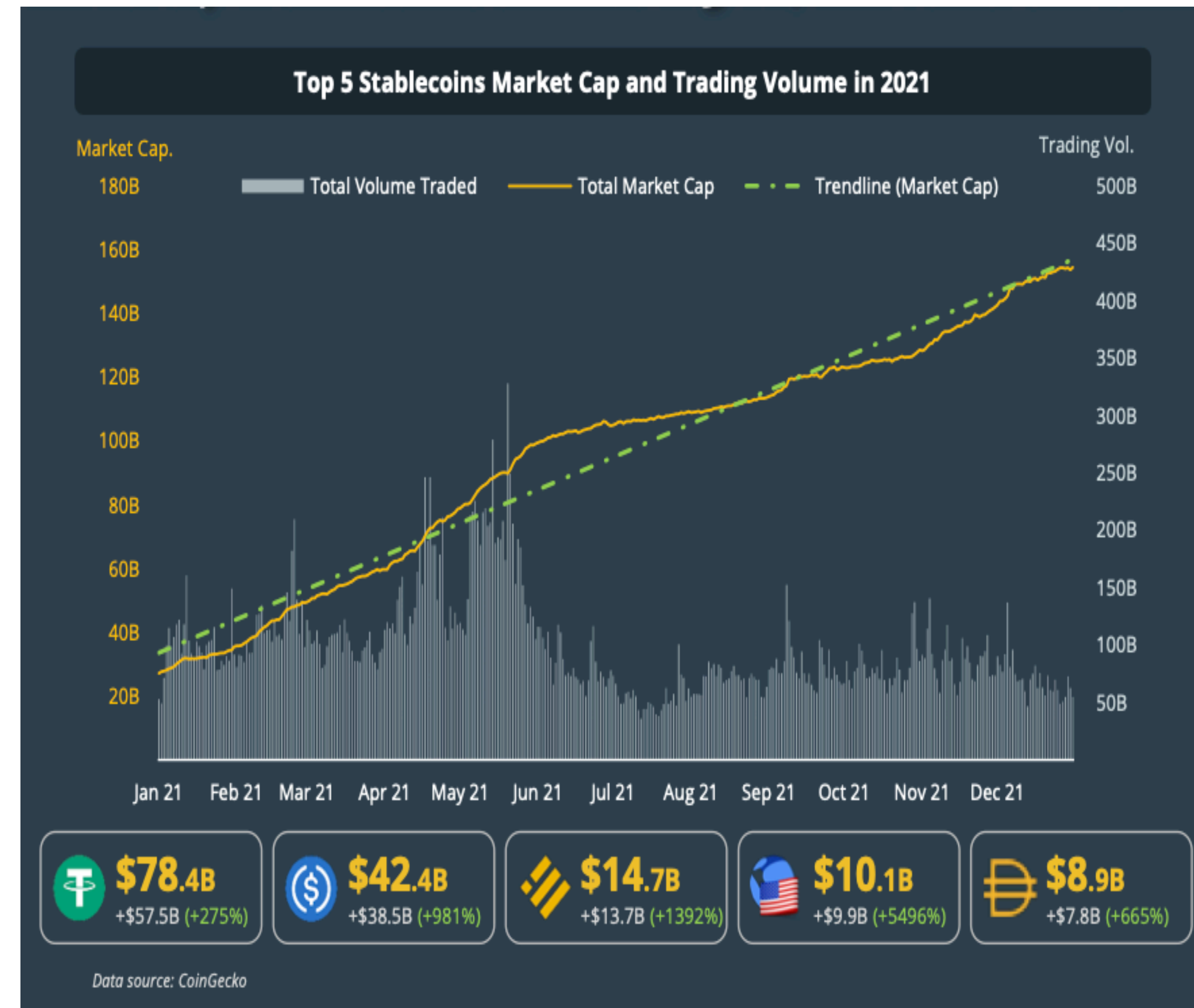
- Cryptocurrencies allow low cost, nearly instantaneous, borderless, peer-to-peer transfers of actual value
- Low barrier to entry and not subject to business hours in mainstream financial institutions
- Payment blockchains open up access to financial services to unbanked/underserved people worldwide
- Mobile wallets make it cheaper for immigrants to transfer money to their homeland
- Crypto can provide safer store of value in countries with hyperinflation

Crypto Market Information

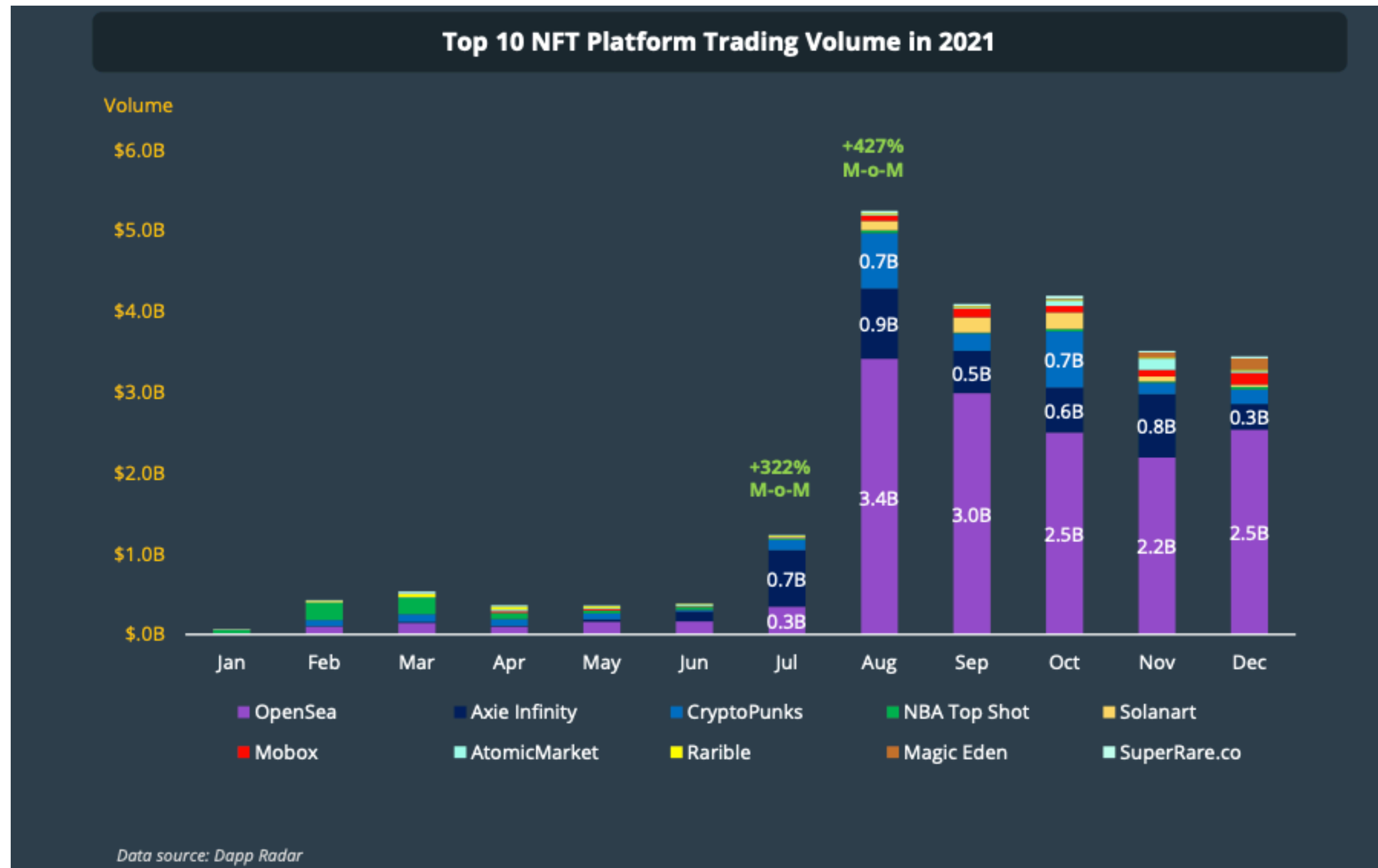


Stablecoin and Central Bank Digital Currencies (CBDCs)

- Stablecoin: Privately-issued cryptocurrency that maintains stable value relative to another asset for e.g., USD, Euro, Fiat-collateralized stable coins
- CBDCs - Issued by governments and represent sovereign obligations
- Advantages over crypto without volatility and effective medium of exchange
- Enable on-chain transactions including modernizing global payment systems
- CBDCs offer many of the benefits of stablecoins but may raise privacy and security concerns.



Creator Economy



- Creator Economy: Communities of creators - artists, musicians, game developers - connect directly to their supporters without middlemen
- Fungibility: Unit of a good is indistinguishable and mutually interchangeable
- Non-Fungible Token (NFT): attaining a value due to uniqueness

What is NFT?

FUNGIBLE ASSETS

CAN BE TRADED INTERCHANGEABLY



NON-FUNGIBLE ASSETS

CANNOT BE TRADED INTERCHANGEABLY



PROS AND CONS OF NON-FUNGIBLE TOKENS

PROs

UNIQUE

Metadata is used to tell different assets apart

SCARCITY

Copyright owners have the ability to limit availability

VERIFIABLE

Blockchain technology can prove an individual's ownership

TRANSFERRABLE

Can be freely traded securely

AUTHENTICITY

Fraud prevention through Blockchain

CONs

UNREGULATED & UNSTABLE

Like cryptocurrencies, the value of NFTs is determined entirely by market demand and not regulated by an authority like a central bank, making it volatile

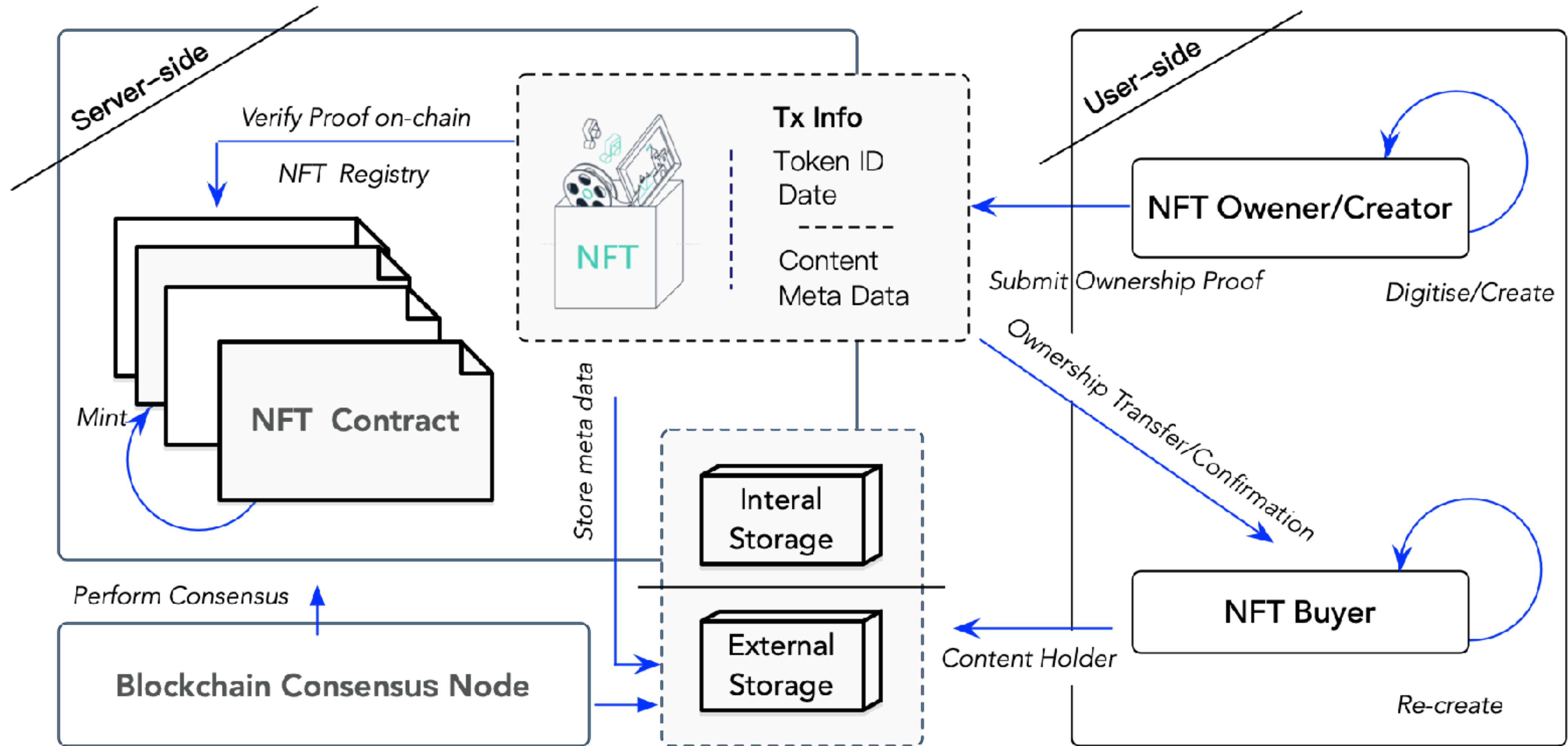
STILL NEW

It is still an emerging technology and the public has yet to understand NFTs well enough for widespread adoption

COMPLEXED

Building decentralised applications for NFTs can be time consuming and difficult

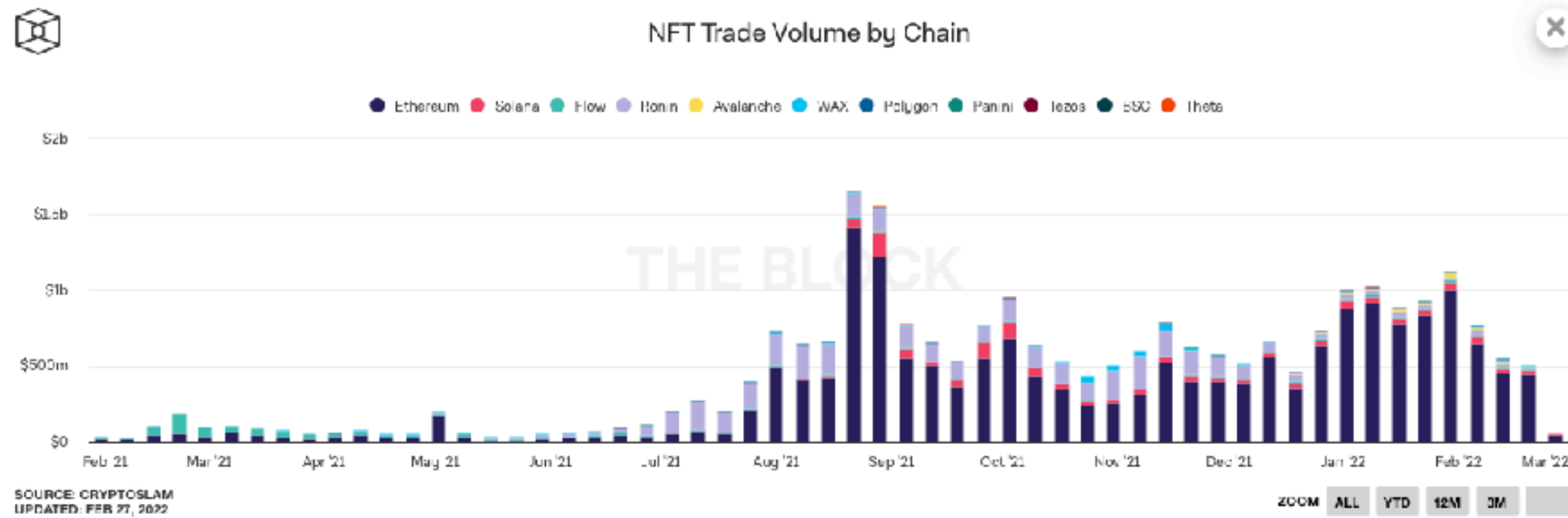
Mint Process



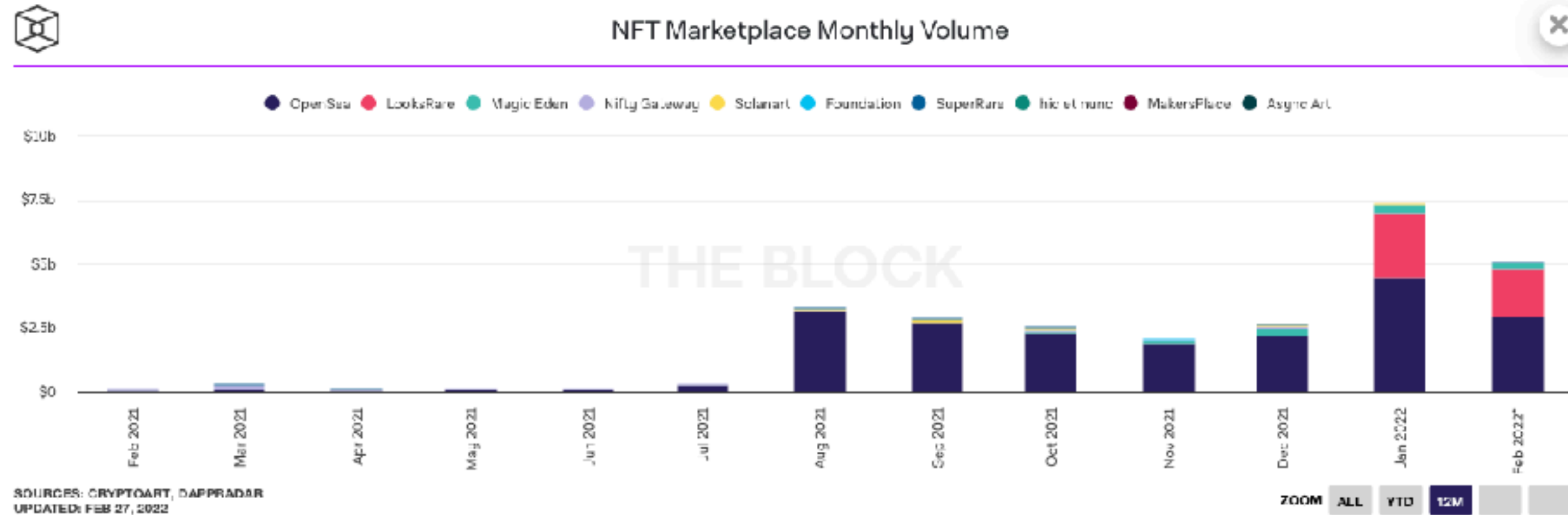
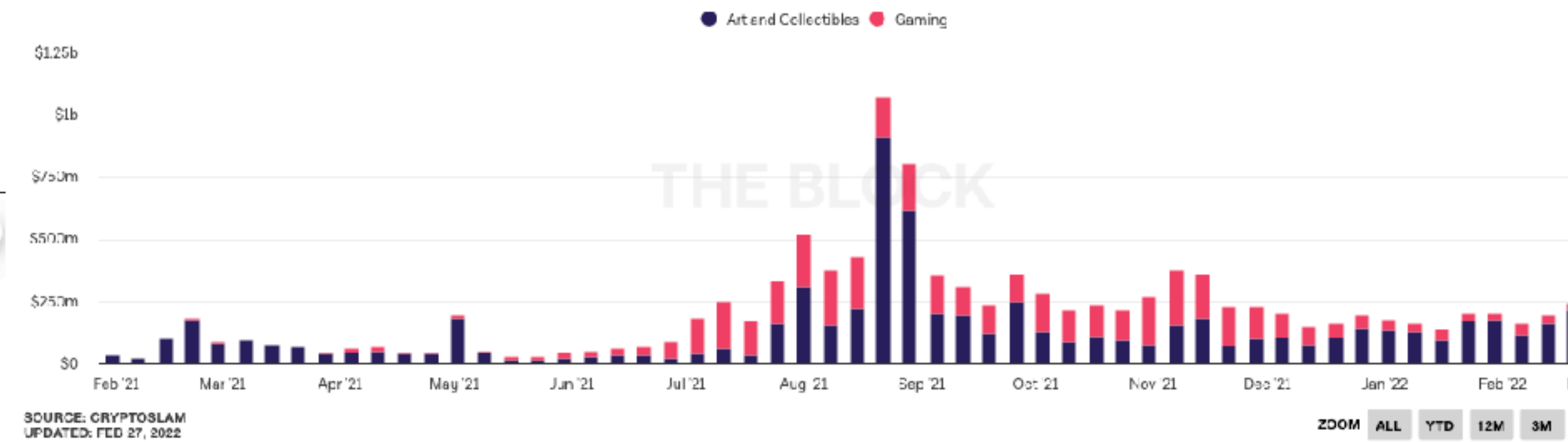
Steps for Buying NFT

- Setup Crypto Currency Wallet
 - Determine Type of wallet
 - Hardware (Trezor, BitBox)
 - Software (Metamask, Trust)
 - Buy or download wallet
 - Install Software
 - Setup account and security features
 - Store the pass phrases, password safely
 - Deposit your crypto currency
- Identify the project in marketplace or discord or social media
- Top up the crypto wallet for the NFT
- Go to the official site
- Connect your wallet (Chrome, Firefox)
- Click on the Mint button
- Wallet will prompt for your confirmation on the Gas fees etc.,
- Confirm and transaction will go through
- NFT will show up in the assets of Wallet

NFT Metrics



Weekly Trade Volume of NFTs by Category



Collections



\$6 Million



Tips For Investing


- Only use the official sites
- Check the drop page and connect to Twitter and Discord
- Verify number of users and the hype around the project
- If there is no community the NFT would be a ghost town after the drop
- Disable DMs in Discord, scammers come with all kinds of stuff to take your money.
- Treat it like the money you spend on physical things
- These may be worth nothing or fund your retirement :-)
- Keep your wallets safe
- Don't share private keys or phrases
- Invest at your own risk
- Be passionate about something and gather them, instead of chasing after money

Blockchain-based Games

- Games built on blockchain technology where players actually own objects they work hard to acquire, ability to buy and sell these objects or take them to another game
- New ways for creators of tools, skins, upgrades, avatars, experience points (NFTs) to monetize through trading in secondary markets
- “Play-to-earn” models like *Axis Infinity*, earn real world money for playing video games
- Metaverse - Decentraland, Sandbox virtual events and parties

Game

#1048 ORIGIN 3 MYSTIC
Angel



CLASS: Beast BREED COUNT: 0/7

OWNER: Boba Epicure (ronin 9cb8c1463471ee4d9dd0887035f4835a1745e92a)

Stats

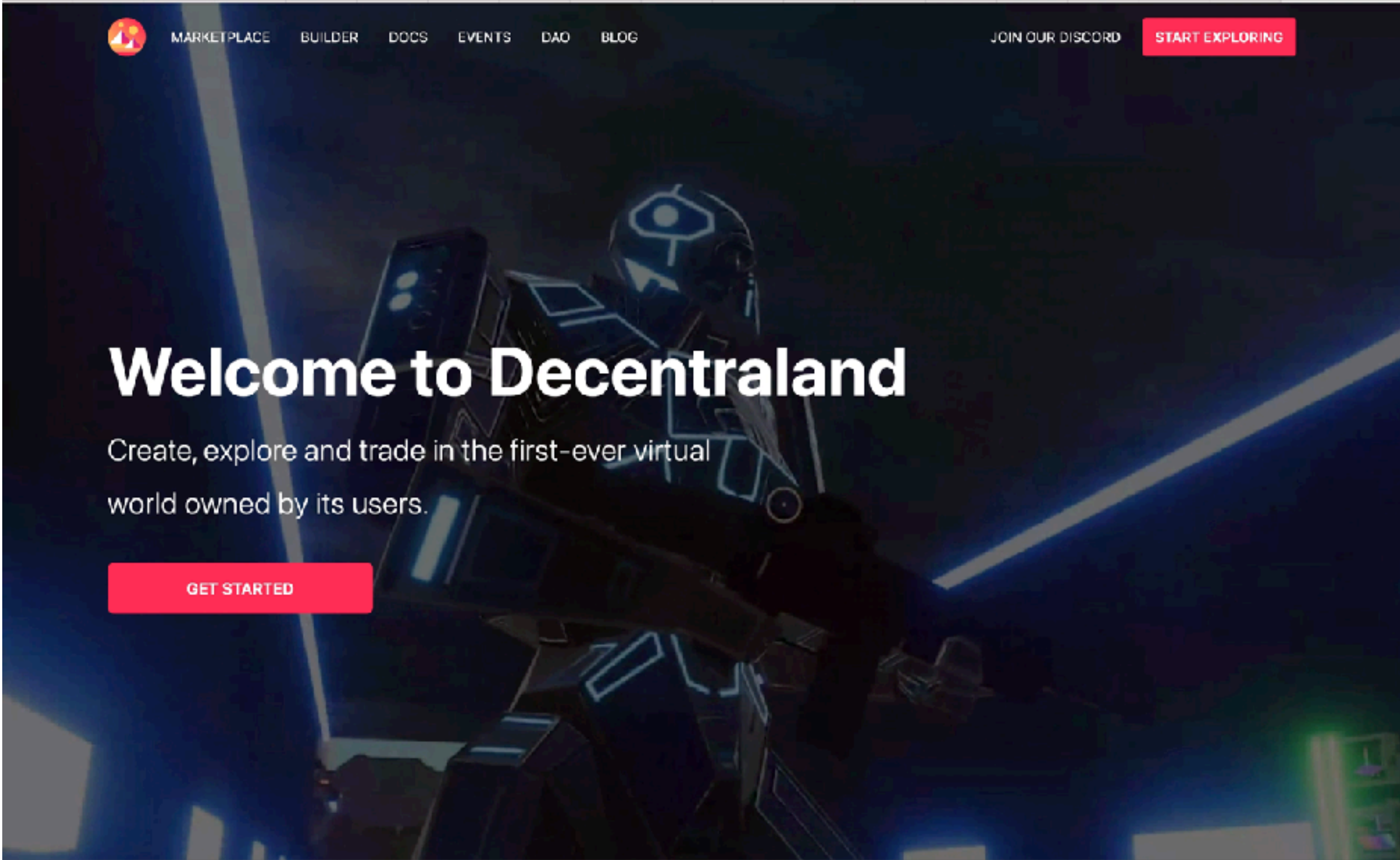
HEALTH	SPEED	SKILL	MORALE
37	44	31	52

Body parts

Mystic Dreamy Papi	Mystic Pointy Nyan
Cupid Level 1	Goda Level 1
Mystic Golden Shell Level 1	Tiny Dino Level 1

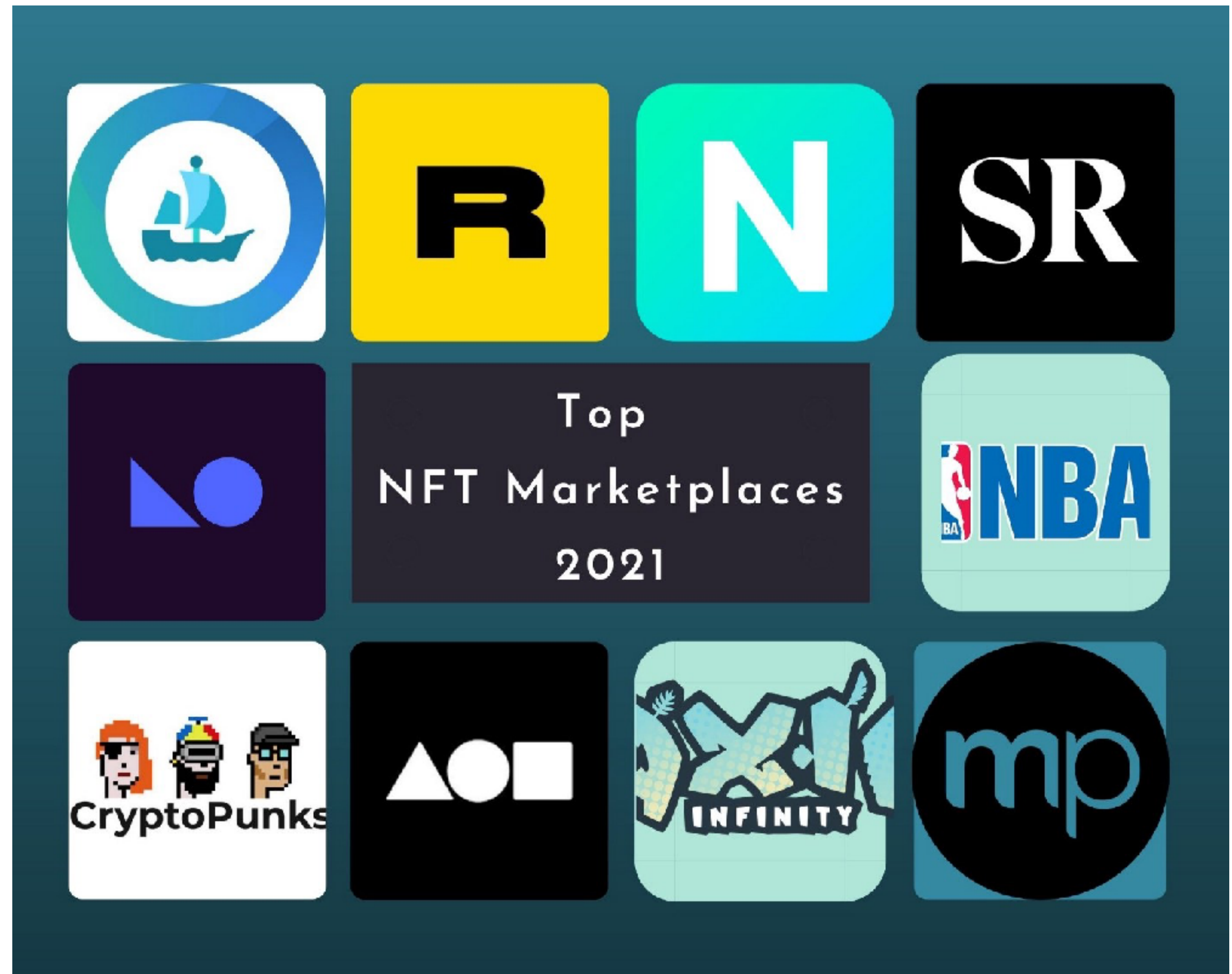


Metaverse



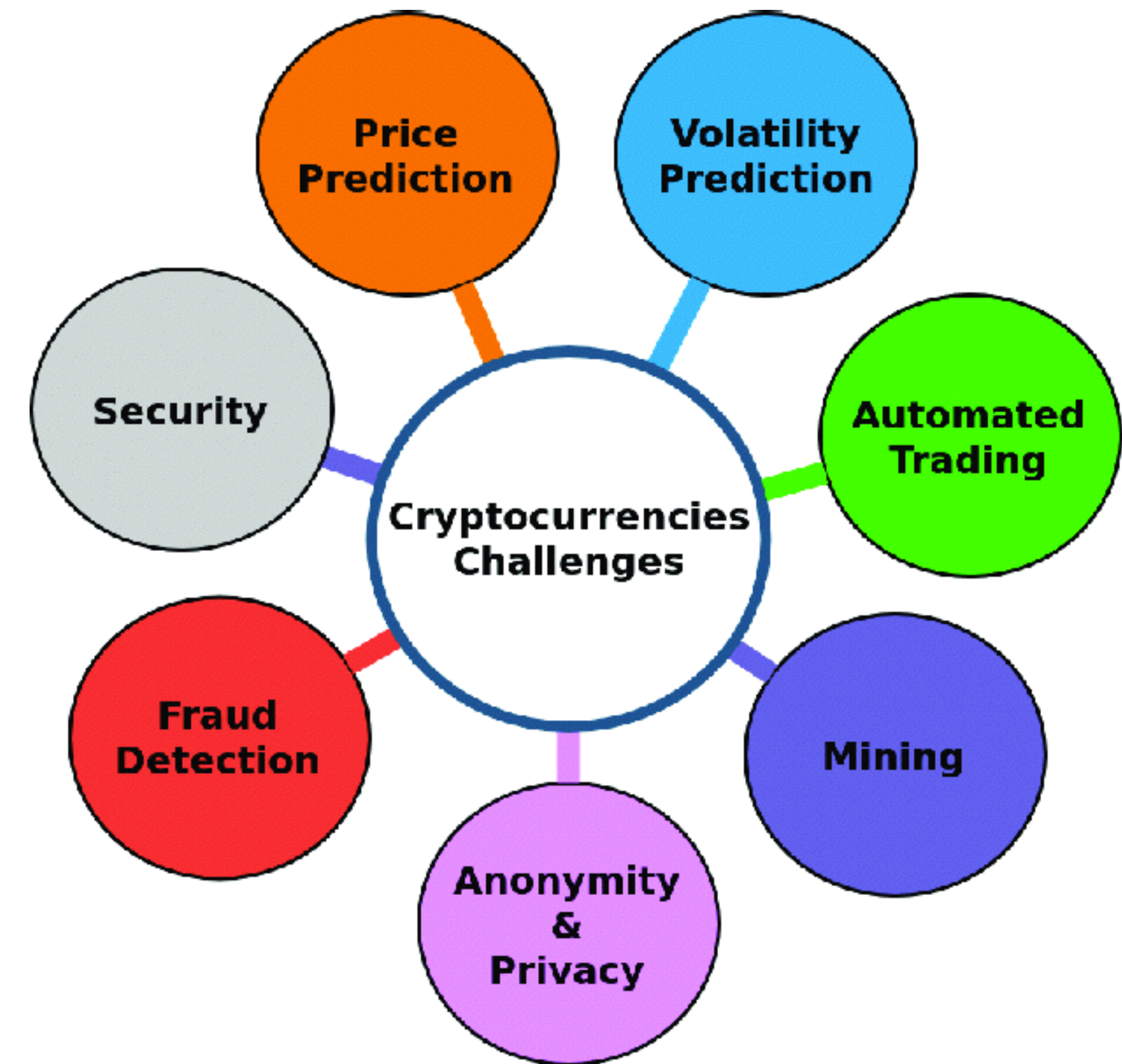
Marketplaces

- opensea.io
- rarible.com
- nbatopshot.com
- axieinfinity.com
- superrare.co
- Knownorigin.io
- nifty.com
- crypto.com/NFT
- Coinbase NFT



Key Challenges

- Illicit Activities
 - Drug cartels, Ransomware, Darknet
 - Commercial disputes - JRR Token, Coinye, Hermes
- Terrorism and sanctions evasion
 - Economic sanctions not impacting Iran and North Korea
 - al-Qaeda and Hamas traffic in crypto
- Environmental harms
 - Bitcoin has a big controversy
- Unregulated Finance
 - Tax evasion, cybersecurity



Investment Opportunities (Not Financial Advise)

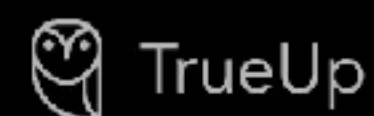
Table 2

Equities/ETFs	Cryptocurrencies	DAO	DeFI	Wallets/ Exchanges	NFTs	Angel Investors/Capital Ventures
GBTC, META, ETHE, BITO, BITW, BTF, XBTF, BITS, VBB	BTC, ETH, LTC, DOGE, SOL	Deep DAO, DAO Masters, Forefront	Dharma, Telos	Metamask, Trust	Utility	Angelist
SQ, RIOT, MARA, MSTR, COIN, PYPL	Helium, AR, OCEAN, DOT, FIL, THETA, BTT	ENS, Gitcoin, Aave	Colony Lab, Aave, Fantom	Coinbase, Binance, FTX, crypto.com	Sports (NBATOPSHOT, NFLALLDAY, CANDY MLB, UFC, FanCraze)	Syndicate Protocol, South Park Commons
NVDA, AMD		Decentraland, dYdX, xDai Chain	Pancakeswap, Graph, Uniswap, Sushswap	E-Toro	Collectibles (Veve, Candy, Sweet)	
FB, SHOP		BanklessDAO, Proof of humanity, Curve Finance				

Talent Landscape

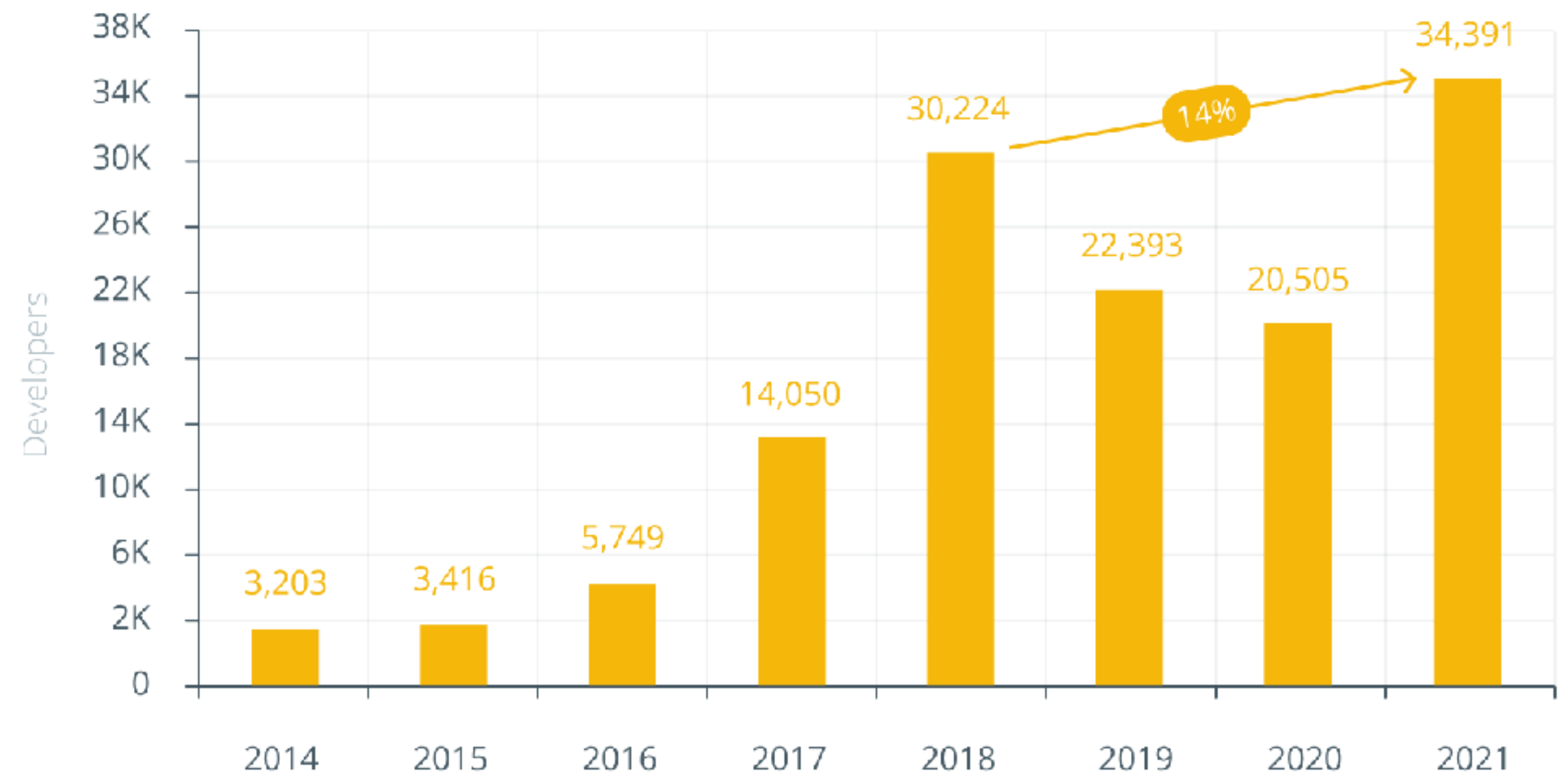
Top Crypto job families

	job family	jobs
1.	Software Engineering	4,021
2.	Marketing, Growth, & Community	1,388
3.	Data & Analytics	1,201
4.	BizOps & Program Management	1,008
5.	Finance	937
6.	People	677
7.	Legal	647
8.	Design	612
9.	Product Management	607
10.	Sales	358



March 2022
trueup.io/crypto

Web3 developers by year joined



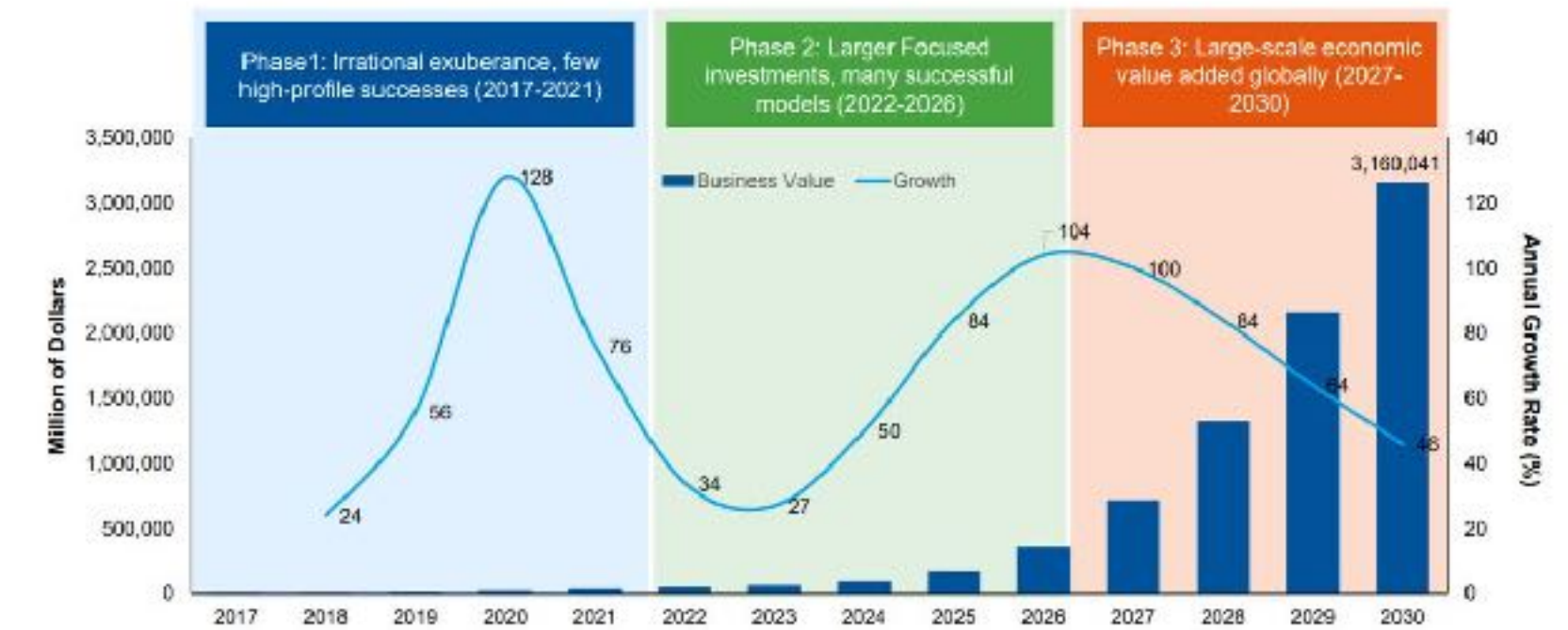
 | cointelegraph.com

source: *Electric Capital*

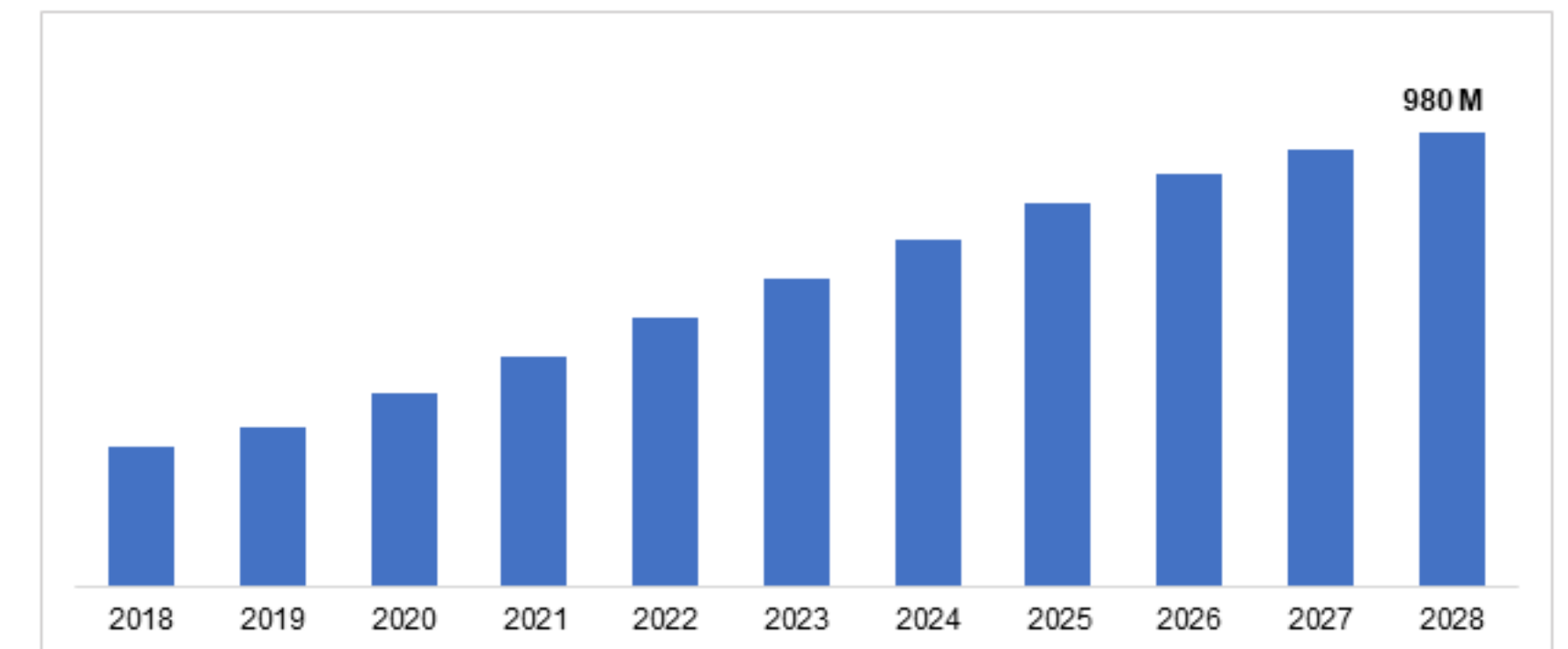
Industry Predictions 2030

- Blockchain leveraged for a majority of world trade
- Frictionless flows and digital assets
- Identity for all
- Improvements in Standard of living

Business Value-Add of Blockchain: \$3.1 Trillion by 2030



Global Non-Fungible Token Market 2018-2028 (USD Million)



Source: Adroit Market Research © 2021

Personal Forecast (5 years)

- There will be FANGs in the Blockchain space
- Bitcoin will be valuable > \$100K and Ethereum > \$10k
- VR/AR adoption in Metaverse after NFT evolution
- Demise of Web 2.0 enterprises (Bold one!)



Hanuman Ape Club NFT

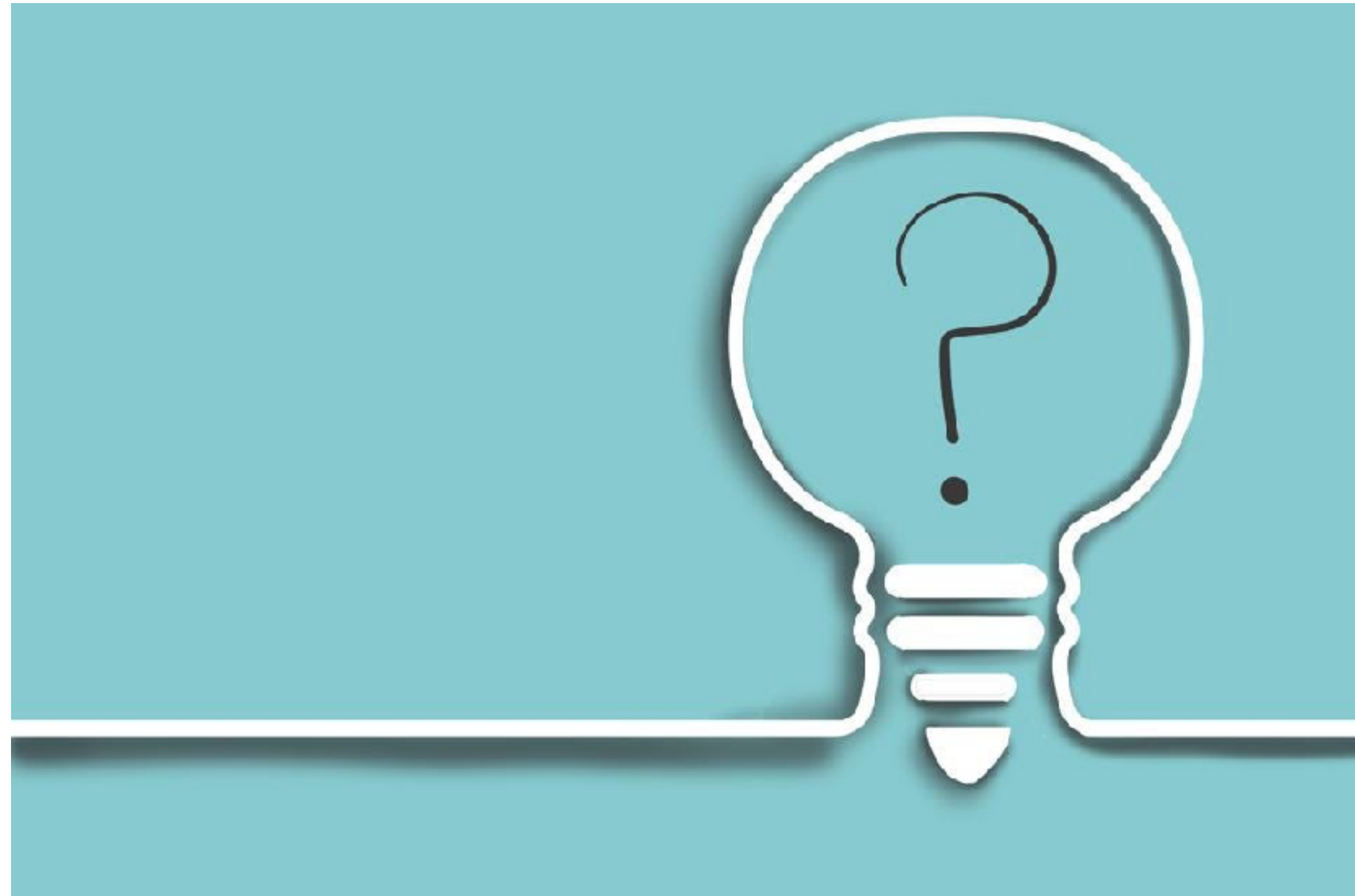
- Exclusive collection of NFTs (2216)
- Generative art
- Date: 4/16/2022
- Whitelist and Presale
- Presale expected
- Ramayana Metaverse and Game
- <https://linktr.ee/dhrishtiverse>



Summary

- Web 3 Drivers/Components
- DAOs
- DeFI
- Stablecoins and CBDCs
- Creator Economy & NFTs
- Blockchain based Games
- Key Challenges and Opportunities
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Questions & Survey



<https://www.surveymonkey.com/r/CCZ7F9P>