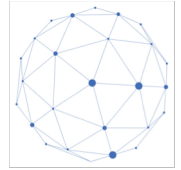


los angeles blockchain lab

EDUCATE - ELEVATE - INNOVATE

Blockchain -- The Vision, Hype and Reality

The Hype



- **Industry**

2017 <\$20B to >\$800B Market Cap*, **14,409%** avg. 2017 price change of BTC, ETH and XRP

- **Individual**

Jeff Bezos \$100B <24yrs; Mark Zuckerberg \$70B <14yrs; Vitalik Buterin \$200M <4yrs; Changpeng Zhao, Binance \$2B < 6mos

- **Startup Funding**

\$1.3B VC vs \$4.5B ICO (March 2018, 14 mos)**

- EOS \$4B / 1Yr; Telegram \$1.7B/1Mos; TaTaTu \$575M / 2Weeks; Dragon \$320M 1/Mos, Huobi \$300M 1/Mos

- **Stock Values**

Long Island Iced Tea to Blockchain nearly 300%***

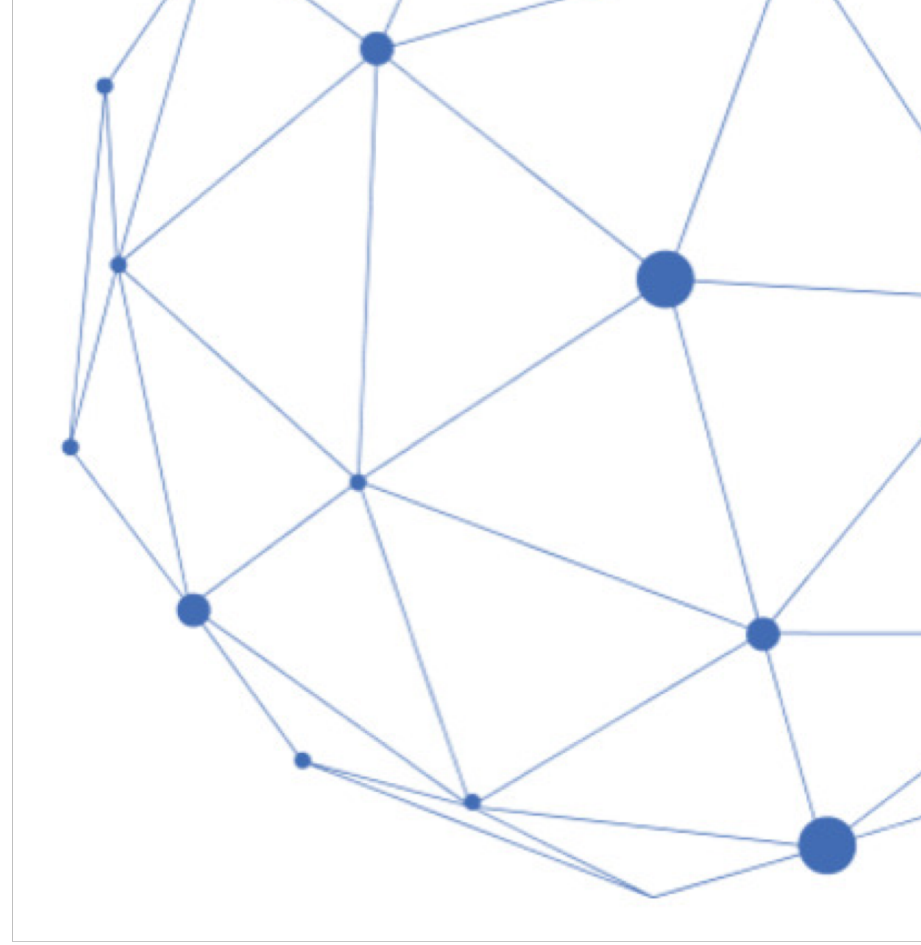
*<https://coinmarketcap.com/charts/>

**<https://techcrunch.com/2018/03/04/icos-delivered-at-least-3-5x-more-capital-to-blockchain-startups-than-vc-since-2017/>

***<https://www.bloomberg.com/news/articles/2017-12-21/crypto-craze-sees-long-island-iced-tea-rename-as-long-blockchain>

4 Pillars

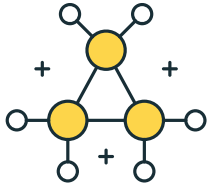
1. Underlying Technology
2. Cryptocurrency
3. ICO
4. Mining



“We tend to **overestimate** the effect of
a technology in the **short-run** and
underestimate the effect in the **long-
run**”

Amara's Law

Blockchain - Mechanics



Decentralized



Peer To Peer



Distributed Ledger



Consensus
Modular Protocol



Encrypted



Pay With Bitcoin



Block Chained

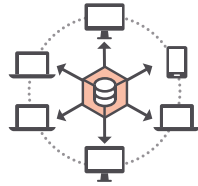
HOW DOES BLOCKCHAIN WORK



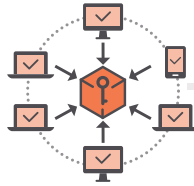
A transaction is requested






The transaction is broadcasted to a network of nodes



The network validates the transaction using known algorithms

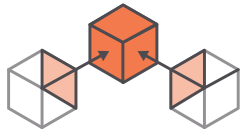


VALIDATION MAY INCLUDE

-  SMART CONTRACTS
-  CRYPTOCURRENCY
-  OTHER RECORDS



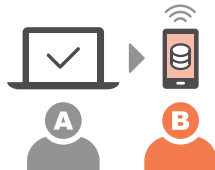
The transaction is unified with other transactions as a block of data.



The new block is added to the blockchain in a transparent and unalterable way.



The transaction is complete



BENEFITS OF THE BLOCKCHAIN

-  TRANSPARENCY AND TRACKING
-  SIMPLER AND FASTER
-  REDUCED COSTS
-  INCREASED TRUST

BLOCKCHAIN TECHNOLOGY USES



DIGITAL CURRENCY



FINANCE



IOT



DATA STORAGE



GOVERNANCE



ONLINE VOTING



HEALTHCARE



INSURANCE

Vision - Underlying Technology

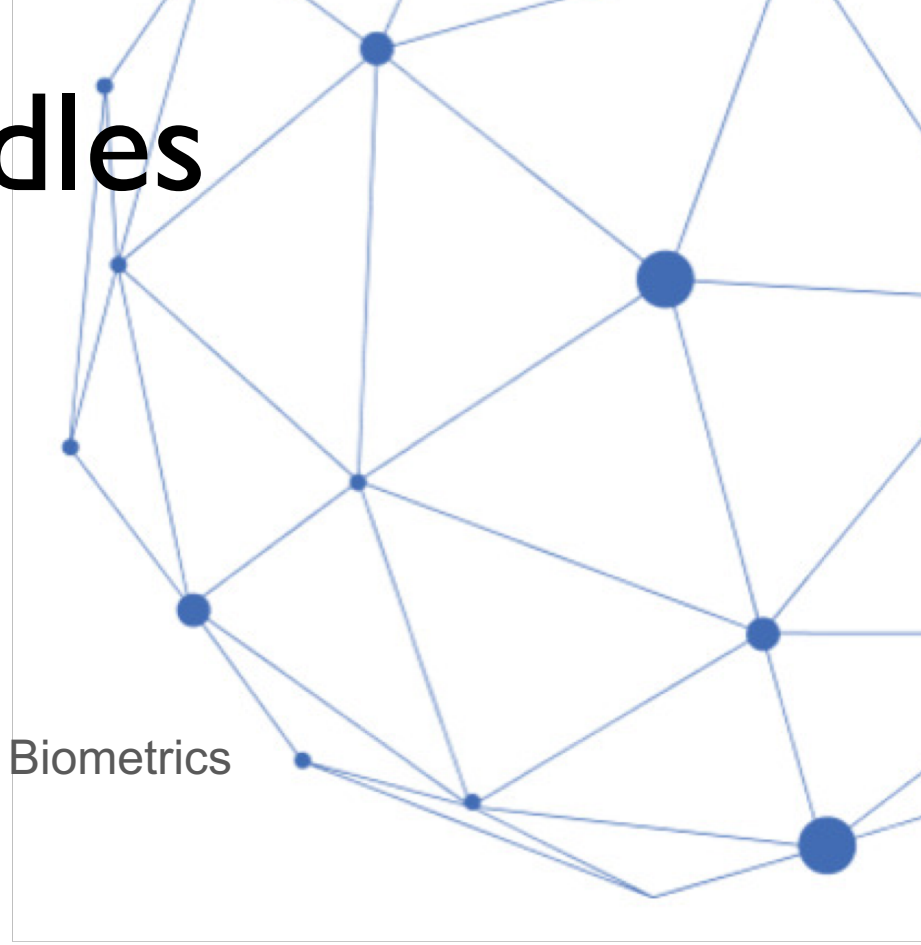
“2nd Internet - Sharing Economy - Blockchain Revolution”

1. 3rd Party Intermediaries, Middlemen
2. Record Keeping; Audit / Supply Chain / Quality Assurance / Fraud / Provenance
3. Identity and Personal Data; AML / KYC / Notary
4. Cloud Storage
5. Smart Contracts
6. Trust

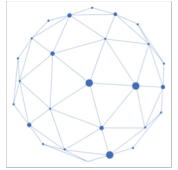


Reality and Hurdles

1. Scalability / Interoperability
2. Talent
3. Regulation
4. Digitized Assets (Digital Twins) -- IoT / Biometrics
5. Coopetition



Ecosystem



Global

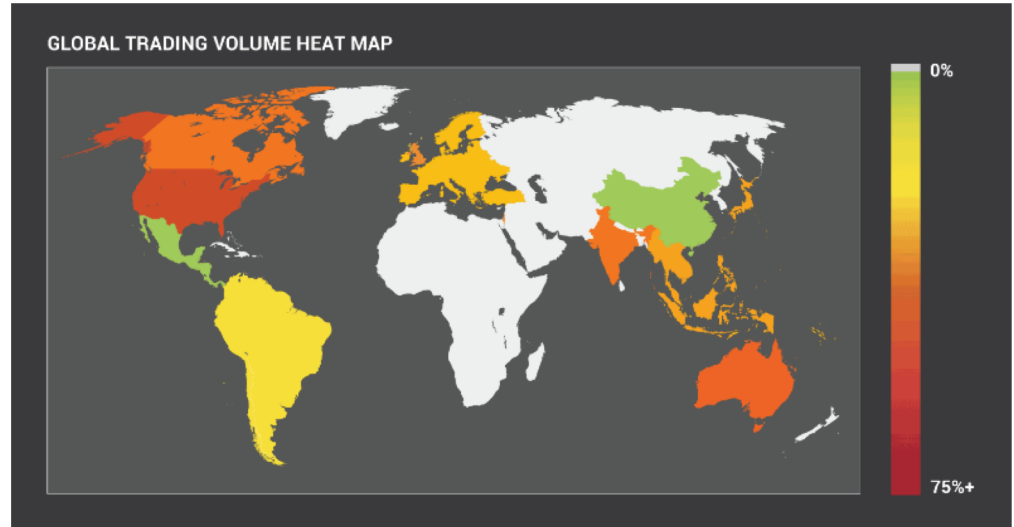
- China - \$1.6B Invest / Hangzhou
- Dubai 2020
- Singapore / Switzerland - Financial
- EU Blockchain Partnership

United States

- SF - Protocols/Platforms
- NY - Financial Services

Southern California

- ICO Hub “Blockchain Beach”
- +1M Engineers, **Academia**
- Industry Diversity
- People Diversity



<https://news.bitcoin.com/otc-trading-whales-bitcoin/screen-shot-2016-06-30-at-06-24-17/>

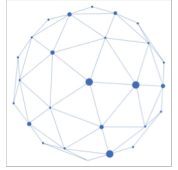
Thank You!

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@heidi_pease



Resources



- Don Tapscott “Blockchain Revolution”
- Michael Casey “The Truth Machine”
- “Banking on Bitcoin” Documentary
- CoinDesk, CCN, Blockgeeks
- “BlockchainBeach”
- **DApperNetwork**
- Laura Shin “Unchained”
- **Losangelesblockchain.org**
- UCLA / UCI Extension
- USC / UCI / UCLA Events
- *Blockchain at UCLA or UCI, Trojan Blockchain Society*
- Global Blockchain Business Council