

BLOCKCHAIN TECHNOLOGY APPLIED

PRESENTATION BY

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GOALS

- By the end of this session, you should be able to understand the following:
 - What blockchain & cryptocurrencies are, on a fundamental level
 - Good use cases for applying and leveraging blockchain technology
 - Current state of blockchain ecosystem



AGENDA

- Quick Tech Review – Blockchain & Crypto 101
- How can blockchains be leveraged for businesses?
- Current regulatory & financial landscape
- Review
- Q&A



BLOCKCHAIN IS A NEW DATABASE ARCHITECTURE

AND ITS NOT JUST HYPE

- Cryptocurrencies and tokens are built on blockchain technology (bitcoin ≠ blockchain)
- Applications built using blockchain technology are (typically):
 - **Secure** – very difficult and costly to hack
 - **Decentralized** – there is no central authority or “company” that manages the application
 - **Open Source** – you can see exactly what is going on “under the hood” of the application
 - **Slow** – it takes a while for for all the network participants to agree, since there is no central authority
 - Consensus & Governance are still immature aspects of blockchain technology

BLOCKCHAIN AND REAL WORLD APPLICATIONS

- Businesses do not necessarily need to be built on the blockchain (yet), but can benefit from services that use blockchain technology
- Blockchain based applications can be good for:
 - Static Data Registries: Food Origin, Identity
 - Digital Uniqueness: Digital Artwork, Collectibles, Content (example: Cryptokitties)
 - Decentralized Applications: File Storage, Computing Power
 - Payment: Cross border payments, Micropayments, Financial Services
 - Immutable Data Storage: Identity, Electronic Health Records, Supply Chain Management
- Much of blockchain's short term business value today will come from security and reducing costs, but we will have to wait and see if there are any transformative business models that come out from this new technology
 - example: when the internet was being invented, there was no way to predict that Uber would come out of it



WHAT IS GOING ON TODAY?

- Bitcoin and Ether have been deemed “not securities” by the SEC
- However, tokens sold in Token Sales or “ICO”s may be securities
- Token Sales have been a new way to raise capital for companies
 - 2017: 552 ICOs have raised ~\$7B collectively
 - 2018: 537 ICOs have raise ~13.7B collectively
- Andreessen Horowitz (A16Z) launched a \$300M fund dedicated to investing in blockchain & crypto
- Lots of development happening on the infrastructural layer, to address concerns necessary for mass adoption, but most solutions are still yet to be tested & proven
- Trends: Asset backed Security Tokens, Compliant Fundraising, Airdrops, Token Economics

SOME TAKEAWAYS

- We are still VERY early (think early 90s of the internet era)
- Real talent and real capital is beginning to flow into this ecosystem
- Projects that will be ready for mass market are still at least a year out
- Blockchain technology is NOT the right solution for everything
- Current businesses will benefit most by keeping a pulse on blockchain “equivalents” of technologies that they already use to help decrease business costs & enhance security and integrity of data
 - “Pivoting” to blockchain is not recommended
- Entrepreneurial business owners can start to think creatively about how blockchain technology can create new business models



THANK YOU!

- Questions?
- Comments?
- Concerns?
- ~~Investment Advice?~~
- ~~Legal Advice?~~

